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**HOME – BASED WOMEN EMPLOYMENT:
THE CASE OF ISTANBUL**

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To my father, Necat Tekiner...



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1. The material included in this thesis has not been submitted wholly or in part for any academic award or qualification other than that for which it is now submitted.
2. The program of advanced study of which this thesis is part has consisted of:
 - i) Research Methods course during the undergraduate study
 - ii) Examination of several thesis guides of particular universities both in Turkey and abroad as well as a professional book on this subject.

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KISA ÖZET

EV EKSENLİ ÇALIŞAN KADIN İSTİHDAMI: İSTANBUL ÖRNEĞİ

Meryem TEKİNER

Türkiye’de kadınların işgücüne katılımı gelişmiş ülkelere göre oldukça düşüktür. Kadınların iş hayatına katılımını engelleyen faktörler arasında toplumsal cinsiyet rolleri ve aile içi sorumluluklarının fazla olması ön plana çıkmaktadır. Kayıtlı çalışma hayatının dışında kalan kadınların bir kısmı kayıt dışı sektörlerde çalışmaktadır. Son yıllarda kayıtdışı sektörler arasında ev eksenli işlerde çalışan kadın sayısında bir artış görülmektedir. Bu tür işler kadınların hem gelir elde etmesine hem de ailelerini ihmal etmeden sosyalleşmesine imkân tanımaktadır.

Bu araştırma, ev eksenli ürün pazarlaması yapan 150 kadın üzerinde gerçekleştirilmiştir. Araştırma sonuçlarına göre kadınların büyük bir kısmı bu işi aile ve ev sorumluluklarını ihmal etmemesi nedeniyle yapmaktadır. Bununla birlikte kadınlar, ev eksenli ürün pazarlamasını bir meslek olarak görmeye ve bu işi meslek olarak ele almaya başladıkları anda aile ve iş çatışması yaşamaya başlamaktadır. Bu durum kadınların gerçekleştirmiş oldukları faaliyetlerden duydukları memnuniyet ve tatmin düzeylerini etkilemektedir. Bu araştırma bize Türkiye’de toplumsal cinsiyet rollerinin ev eksenli işlerde dahi kendini gösterdiğini ispatlamaktadır. Kadınlar aile ve çocuk nedeniyle ev eksenli işleri gelir getirici bir iş olarak görmekten ziyade şahsi ihtiyaçlarını karşılamaya yönelik bir iş olarak algılamaktadırlar.

Anahtar Kelimeler: Kadın istihdamı, enformel sektör, ev eksenli işler, iş ve aile çatışması, iş tatmini

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ABSTRACT

HOME-BASED WOMEN EMPLOYMENT: THE CASE OF ISTANBUL

Meryem TEKİNER

The participation of women in the labor force in Turkey is very low compared to developed countries. Among the other factors, gender roles and greater family responsibilities are the main reasons that hinder women's participation in working life. Some of women, who have remained outside registered work, perform their work in the informal sector. Thus, among the informal sectors, the number of women has been increased in home-based work, in recent years. This kind of work provides women with opportunity to obtain income and makes it possible to socialize without neglecting their families.

This research was conducted on 150 women engaged in home-based product marketing. According to the survey, a majority of women do this job in order to do not neglect family and household responsibilities. Eventually, women have begun to consider the home-based product marketing as a profession, and as soon as they did so, they have started to experience the work and family conflict. In this case, it affects the level of women's pleasure and satisfaction from the performing activities. This study proves the existence of gender roles in Turkey, even in home-based work. Women perceive home-based work as a way to meet their personal needs, not only to earn income for family and children.

Keywords: Women's employment, the informal sector, home-based work, work and family conflict, job satisfaction

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LIST OF ABBREVIATIONS

HHIA	: Hearing Handicap Inventory For Adults
LFPR	: Labor Force Participation Rate
ILO	: International Labor Organization
OECD	: Organization for Economic Co-operation and Development
HLFS	: Household Labor Force Survey
TEGV	: Education Volunteers Foundation of Turkey
ECLF	: European Corporate Learning Forum
AIBOs	: Amway Independent Business Owners
PV	: Point Value
UCLA	: University of California, Los Angeles
BesDesDer	: Nutritional Support Products Association
IADSA	: International Association of Dietary Supplement Associations, which center is located in Brussels, Belgium
TURKSTAT	: Turkish Statistical Institute
ITUC	: International Trade Union Confederation
TOBB	: Union of Chambers and Commodity Exchanges of Turkey (Türkiye Odalar ve Borsalar Birliği)
TİSK	: Confederation of Employers' Unions of Turkey (Türkiye İşveren Sendikaları Konfederasyonu)

INTRODUCTION

Women have begun to take an active role in the work only with the Industrial Revolution, where the first great expansion of their participation in labor force has begun since the end of WWII. The first chapter of the study examines women's employment worldwide. The developments in the world lead to the rapid increase in the proportion of women in the total labor force after 1960s, where high rate of female employment in the agricultural sector before the Industrial Revolution, has concentrated in the industrial and service sectors in last century.

Employment of women, working in the flexible production system in the industrialized countries, grows every day. However, the growth of female employment does not exceed the rate of male employment. Inequality is also seen in many areas during employment, in the world. Both the difficulties and the inequalities, faced by women in social life, lead to a decrease in the employment rate. In order to reduce the gap between male and female employment, many developments are established in many areas around the world, such as the issue of the legal protection and support of women, enhancing the educational opportunities, expansion of flexible (atypical, informal) operating modes, providing increase in the marriage rate and decrease in divorce rate, creating of positive viewpoint of women's employment in society, and increase in childcare and other services.

In another aspect, there are factors, such as individual, organizational and social, which negatively affect female employment in the world. The prejudices about women as the weaker and emotional gender, as well as male and female gender roles and negative view on women's work in the society, are some of the factors that reduce the employment of women. The difference between male and female employment is more

common in developing and in less developed countries. This difference is also seen prominently in Turkey, which is one of the developing countries in the world.

Historically, employment and active participation of women in Turkey began in 1950. The impact of the Industrial Revolution on urbanization in the 1970s has increased the likelihood of women to work in urban areas and has migrated rural labor to the cities. In the 1980s, the increase of migrated female population with low levels of education and the lack of the necessary skills for the industry in the cities, has led to their clutter in the service sector as well as to the inability to meet the demand for women's employment. The female population, which migrated from urban to rural areas and who cannot get employment in the industrial and service sectors, has begun to obtain employment in the informal sectors. Today, despite all the measures taken and implemented, the female employment in Turkey still decreases and employment disparities between genders continue to exist. The reasons, that caused further decline of women's employment, are the marital status, traditional structure, and education level. Among them, the educational level is the basic condition in increasing of women's employment, both in Turkey and in the world, where according to scientists, the low level of education within a society, the lower share of women's employment in this society. Although women in these societies can be employed, the majority of them find work in the informal and unregistered jobs.

The female employment in Turkey, which has had a high rate of participation in the agricultural sector before the Industrial Revolution, in 2009, at the first time was seen more in the service sector, and today, the greatest share of employment of women is concentrated in the service sector and in informal sector.

Informal economy, which is mentioned in the second chapter of the study, covers a large part of women's employment. It is also called as unregistered economy, the underground economy, parallel economy, hidden economy, illegal economy, the marginal economy, undeclared economy, and unofficial economy. Various descriptions of the informal economy are made in a variety of cultures and geography around the world.

Furthermore, informal economy is defined as the economic activities of individuals and firms, operating without state intervention. The informal economy covers not only economic activities which hide tax evasion, but also all activities that reflect in the GDP accounts. A distinctive feature of the unregistered economic activity, which is one kind of informal sector, is the fact that economic activities in this sector is not regulated by governmental institutions. The informal sector covers illegal economic activities of enterprises, which cannot adapt to the conditions of the formal sector. The position of labor in the informal sector is informal, where workers operate without social insurance, salaries below the minimum wage, and in bad conditions. Despite these adverse conditions, the informal sector continues rapid development in some countries.

Informal sector which grew with migration in the years 1950-60, also began to spread with the crises since 1980, where it has reached serious proportions in developing economies in the late of 20th century. This sector, which is found especially in developing countries, covers non-institutionalized economic activity areas, operated outside agriculture, industry, service sectors, and outside the formal sector. The informal sector is often concentrated in the developing and underdeveloped countries with low per capita income.

The positive aspects of the informal economy are that, it avoids the payment of taxes due to the unregistered enterprises and benefits from cheaper labor, as well as its positive impact on the reduction of unemployment. Due to uninsured and unregistered workers in this sector, employers are able to lower labor costs, where following drop in labor costs and increase in profit of employer both provide cheaper goods and services. Employment in the informal affairs is called as hidden unemployment, where these workers also may benefit from unemployment insurance. In addition, the flexible form of working in the informal sector ensures the participation of women in employment and reduces family-work conflict.

The negative effects of the informal sector cause the incorrect calculation of the economy of a country, as the informal sector does not take part in the official economic indicators, as well as they cause a breach of public services by preventing the collection

of taxes. The informal sector, which negatively affects the state budget, also causes a decrease in income. Informal sector leads employment to unregistered, low-income and without any social rights work furthermore, it causes increases in poverty and large budget deficits in the state's economy. This case raises the poverty line of workers in the informal sector and leads to low job satisfaction.

Despite all these adversities, the employment of women still continues to work in the informal sector in forms of part-time work, fixed-term work, temporary work, on-call work, telecommuting work, and home-based work. Among of these forms, the most intense form of informal work of women is home-based work. Atypical work in the informal sector, opposite of typical work, also covers more than half of female employment in Turkey, where this development is called “the feminization of the workforce” in the literature.

Home-based work is such a form of work that pushes women to social insecurity and to jobs with low-income. Since home-based workers do not have insurance registration, the information contained in HHIA¹ data sets related to these workers cannot be fully found, as well as their income may not be taken into account. According to calculations made in 2009 with TURKSTAT HHIA data, 344 549 people in Turkey were working at home, where 92% of them were women (318 078).

Those women, who operate in home-based work, are able to work in their own home, or in someone else's house. This study analyzes women working from home by means of direct selling companies. While direct sales offer secure job opportunities for vendors, the consumers also receive high quality, practical and personalized services. Today, there are approximately 40 million of direct sellers in 77 countries. This research paper was done in Istanbul, where it includes five direct sales company Avon, Amvay, Oriflame, Herbalife and Tupperware. Among these brands, the most intense in our country, with the largest number of free entrepreneurs, is Avon, and the brand, with the most passive with the smallest number of free entrepreneurs, is Herbalife.

¹ HHIA: Hearing Handicap Inventory For Adults

The third chapter of this research contains an analysis of two obstacles, lack of job satisfaction at work and existence of family-work conflict, where it tries to explore the question: Do women face these problems at their home-based work, or not? The research was obtained in the city of Istanbul with the participation of 150 women entrepreneurs involving in the working from home, especially in sales and distribution of products provided by five companies, mentioned above.



CHAPTER 1

WOMEN EMPLOYMENT

1.1 Women's Employment Worldwide

Women, who always have constituted the majority of the world population, through the history have low participation rate in the labor force as paid labor. The first and great expansion of women's participation in labor force in the world has begun since the end of WWII, where less than one-third of women have entered the labor market. In following years women's participation the labor market has begun to increase in greater numbers, and their participation in labor force rose rapidly from the 1960s until the 1980s, where it began to slow down before the 1990s. There were several factors for this, where one of them can be the rise in labor demand in the service sector and decline in labor demand in the manufacturing sector started in the 1960s (BLS reports, 2014: 1; UK, 2013: 1-2)

Globally, the peak of female labor participation was in 1999 where it reached 60%, after that female LFPR has declined and stood at 49.6% in 2015. However, the LFPR of women varies among world regions where it increases in some regions and decreases in others. While the female LFPR in Northern, Southern and Western Europe has increased by 2.4% from 2006, in Eastern Europe by 0.6% points, in sub-Saharan Africa by 3.2% in 2011, in South-Eastern Asia and the Pacific from 58.0% in 1995 to 58.8% in 2015, from 44.5% in 1995 to 52.6% in 2015 in Latin America and the Caribbean, and also has had an increase in Central and Western Asia, then the labor force participation rate has had decline by 0.9% points in Northern America, by 0.6% points in Eastern Asia and by 2.3% points in Southern Asia (ILO, 2016: 7).

The female employment has varied across countries as well. While the proportion of women in the labor force in OECD countries in 2010 was at 64.9%, according to 2011

data, the female employment rate in the EU was at 58.5%, 62% in the USA and 60.3% in Japan then the lowest labor force participation rate was in Jordan at 16% and in Saudi Arabia at 18% in 2012 (OECD, 2012; Metin and Arabacı Kariman, 2013: 1-2).

In 2015, 52.1% of the world's working women were waged and salaried workers, furthermore, the rate of own-account female workers increased by 5.0% in the same year. Unfortunately, more wages cannot save women from being involving in informal or insecure jobs. Globally, the rate of waged or salaried female workers has been increased. The share of waged and salaried workers for women more than doubled, from 26.3% in 1995 to 55.3% in 2015, whereas female unpaid family workers has decreased by 17.0% in the same period by shifting from family work into wage or own-account work. However, the proportion of women in paid work varies among regions. While the rate of female paid work is above the world average in Northern America with 88.4%, Eastern Europe with 88.4%, the Arab States with 75.0%, Latin America and the Caribbean with 66.6%, Central and Western Asia with 63.2% and Eastern Asia with 55.3%, then the rate of female paid work in all other regions is remains below the world average rate (ILO, 2016: 8-10).

Sectoral transformation has experienced in the world economies since 1950s, where in this period there was an increase in the participation rate of women in the labor force. During that period, the power, obtained by developed technologies in the agricultural sector, has reduced the need for the female labor, which was constituted the majority of the agricultural sector. As the result, the female labor, that was thrown out of the agricultural sector and has migrated to urban areas (Göktepe, 2011:1).

The crises in the manufacturing sector in the world economy after 1960s have caused the reduction of the female employment in this sector and the reconstruction of the whole economy. During this period, due to the established flexibility in the production system which has led to easier substitution from unskilled to skilled labor force, women who previously have worked as unpaid family workers in the agricultural sector have found employment opportunities in the industrial sector. However, women, who were constituted the majority of the group defined as unskilled labor, have not had enough educational level and skills required by the industrial sector, as a result, they have turned

toward the service sector. The technological developments after the industrialization, as well as the rapid development of the service sector, unfortunately, have failed to prevent the increase in the unemployment rate. However, there was a rise in the number and structure of labor (Göktepe, 2011:1).

During this period, the development of production technology has increased both consumer demand and producer supply, which in turn, has accelerated the service sector. The service sector, in such fields as banking, marketing, distribution, communication and tourism, has increased an impact on the country's economy, where these developments in the service sector have led to an increase in the total female employment in the world. Women's employment rate in this sector has been increased from 36.5% in 2006 to 37.8% in 2007 and to 40.6% in 2008 worldwide. In 2010, the share of employment in the service sector became 70% of the total employment in the developed countries, where more than two-third of employment in the service sector located in America, and only between 30% and 60% in the developing countries (Metin, 2011: 63).

Despite of all this changes, women still have many obstacles in the labor market. Regardless of informal or formal economies, or developed or developing countries, women still have fewer opportunities for employment across sectors. Thus, in 2012, a third of female labor still was employed in agricultural sector, near half in service sector, and only a sixth in industry around the world. The increase of sectoral segregation has led women from agriculture toward industry sector in developed countries, while women in developing countries have moved from agricultural and industrial sectors directly into service sector. This is one of the reasons that women show increase in the services, decrease in agriculture and only little increase in industrial sector in recent years (ILO, 2002: 22).

The examination of the changes in the sectoral structure, moreover, by examining the overall situation of the sectoral structure in the world show that the most significant change and the largest development of women's employment are occurred in the service sector. The sectors with the highest participation of female executives are also in service

sector, where care sector, followed by the agricultural sector, in the second place and the industrial sector in third (The Guardian, 2013)

Table 1.1

Women Employment by Sectors Among Regions, 2015			
	INDUSTRY (%)	SERVICE(%)	AGRICULTURE(%)
World	17	58	25
Northern Africa	24	56	20
Sub-Saharan Africa	5	55	40
Latin America and the Caribbean	30	45	25
Northern America	57	38	5
Arab States	50	40	10
Eastern Asia	5	60	35
South-Eastern Asia and the Pacific	11	60	29
Southern Asia	16	52	30
Northern, Southern and Western Europe	53	40	7
Eastern Europe and Central Asia	40	45	15

Resource: ILO calculations based on ILO, Trends Econometric Models, July 2015.

According to the Table 1.1, the world average rate of women, who employed in the industrial sector, does not exceed 20% and where the highest rate belongs to service sector at 58% by 2015. The agricultural sector is seen both in the underdeveloped countries with low level of education and developed countries where it used to have high level of education. Even though, only 25% of women's employment was engaged in the agricultural sector on the world's average, it remains the most significant sector for female employment in low-income and lower-middle-income countries, especially in sub-Saharan Africa, which has the highest share of female employment in agriculture at 40%. Moreover, the rate of female employment in industrial sector is also high in the countries with the high level of education, as well as in economically developed countries. Also it is noteworthy that the countries, which have the highest female employment rate in industry, also have the lowest rate in agriculture. It concludes that sectoral distribution varies according to the country's level of development, where more educated female employment has shifted from agriculture toward to industrial sector which required more skilled labor. In addition, the high rate of women's employment in

the service sector can be explained by the importance of domestic work, where around of 26.6% of world's female paid workers are employed in domestic work (National Employment Strategy, 4th February, 2011; ILO, 2015: 15-18).

1.2 Reasons of Reduction of Women's Employment in the World

Challenges faced by women in the social and work lives cause a reduction in their employment, and this decline in the female participation rate in the labor force varies according to the country's level of development. The factors causing the reduction in the female employment are divided into three categories: in individual, social and organizational (Dreher, 2003: 542).

1.2.1 Individual factors

Women, who constituted the majority of the world population, are kept on the secondary place. Starting from childhood, both society and culture are shaped the behavior patterns for men and women. The reason that women are more emotional than men prevents them to own a managerial position. Based on the personal characteristics, where women are considered as more sensitive and gentle while men are more strict and success-oriented, in order to hold a position as leader and manager, men are the persons who first come to mind. The prejudices, such as the character of women is weak and fragile, and their viewpoint is sentimental, are a factor hinders them to hold a control position (Soysøkerçi and Yılmaz, 2007: 2-10).

Women's natural ability in taking care, their tendency in household chore and hand skills, cause them to remain at home. However, some women prefer to stay at home even they obtain a job. The reason for that is the attractive physical appearance of a woman that leads them to self-hiding and rejecting to take part in all areas of employment (Başak, 2009: 122).

Women's individual and physical characteristics, which are accepted as not appropriate to the work, are issues that reduce employment. Furthermore, since women are more

controllable, have lesser physical strength than men and lesser skills in science and mathematics, a view which accepted by some societies, also lower the employment rate. In addition, lesser willingness of women to participate in business travels, increase the preference to employ their male counterparts, as well as the jobs, where women are more likely to have a risk to be exposed and their unwillingness to use the physical force, reduce female employment rates as well (Çaha, 2014: 212-213).

The differences in men's and women's individual characteristics cause the occupational segregation between women and men. Women and men are still concentrated in different sectors and occupations considered as "masculine" and "feminine". The jobs which required interpersonal or some care giving skills are classified as "feminine", in contrast, jobs that associated with the use of physical strength, decision-making or risk-taking usually are considered as "masculine". In the distinction between male and female professions, women are more likely to work in fields like nursing, teaching, librarianship and other social services, and men mostly work in construction, management and other jobs that are required power and authority. Although not all women-oriented jobs are performed with low wage and in poor working conditions, women are used to work in lower-paid occupations than men. This situation limits women in having the occupations with good working conditions as well as access to social protection (ILO, 2016: 39; Başak, 2009: 123-124).

1.2.2 Social factors

Due to gender discrimination accustomed in a society, women face many obstacles while employment. Women at work could not take an active role in the labor force for many reasons, such as receiving lower wages despite they have the same jobs as men, exposure to verbal and physical violence, having inequalities in social life conditions, impossibility to gain an actual effectiveness of their legal rights and etc. The worldwide female employment rate, in contrast with male, shows unequal distribution. Due to social-cultural factors, women could not benefit equal opportunities as men, and this situation is also lower female employment. Moreover, the patriarchal mindset keeps women at subordinate place in any issue than men, which cause less women's

participation rate in labor force compare to men's (Temel, Yakın and Misci 2006: 27-28).

In some societies, the inequalities in women's employment have taken root from childhood, where the different children's upbringing in different societies shapes employment in the future. In the countries, where the patriarchal form of upbringing is dominated, women usually become unconfident in their future working life. For example, according to researches, in such societies female students in the schools with the same gender exhibit different attitude toward risk-taking and competition compared with girls in the mixed schools. While female students in the girls' schools, who do not share the same environment with boys and do not fully aware of male dominant attitudes, are usually more competitive, girls in the mixed schools, who always in tough with boys and where the idea of superiority of boys prevails, put themselves on the second plan producing lack of self-esteem and noncommittal attitudes. It is believed that these girls cannot acquire the ability to compete equally with men. Thus, the gender forms can affect people's attitudes and behaviors in the future (Martin and Halverson: 1981; Besler and Oruç, 2010: 24-25).

Gender roles are one of the main reasons of female employment being behind male employment. Although gender roles differ in each region, generally, it is expected that men have to be strong, ensure the livelihood of the house and to be aggressive. Women are expected to be patient, understanding, caring and be not in foreground, where these roles impose the family responsibilities on women to take care of the children and the elderly. Thus, in connection with these responsibilities given to women, they unable to have the necessary time to work which in turn force them to remain at home. The molds, identified on women and men, cause women more than men to remain in the background in such fields like economy, social life and politics, and divide jobs on male and female ones (İmamoğlu, 1991; Deemer and Nancy, 2006).

Social believe, where women are considered as more weak and insufficient than men, leads to receiving lower wages by women than men and to the exploitation of the female labor. Several investigations show the wage inequality between men and women which still continuing today. However, the rate of women's wage varies across the globe,

where the lowest at 30% in Africa and around 90% in the developed countries. Still the wage gap is existed even in the developed countries. For example, the European Commission has stated that the wage gap between men and women tends to have consistency where for each hour worked women get paid less than 15% than men. Furthermore, according to National Committee on Equal Remuneration data from 2008, the gender wage gap is estimated to be 23% in the world, it means that women are received only 77.1% of the men's wages. In addition, due to greater share of housework and family responsibilities, working mothers penalize by "motherhood wage gap", where working mothers receive even lesser wage of that non-mothers earn, in contrast, working fathers usually receive "fatherhood wage premium" which allows them to get higher wage than childless men workers (ITUC, 2009: 27; ILO, 2016: 28).

1.2.3 Organizational factors

The high rate of marriage is one of the factors, causing the decline of the female employment. Marriage rates are very high in developing than in developed countries. In these countries, girls are married especially at a young age and loaded with heavy responsibilities. Early age at marriage hinders employment not only women, but also men. These people, who are not ready to marry and have not self-developed to take the responsibilities of marriage, become unemployed, or shift toward unregistered sector in order to able to provide their families. Unconscious structure of these societies causes marriages at an early age and the reduction of female employment (Işık Erol, 2015: 16).

One of the major problems of marriage of women is the work and family conflict. Working women have to carry out responsibilities of both home activities and working life. Although working women in the late of 20th century have had shortening the time they spend on household shores, thanks to developing technologies, increased time are still not enough. The lack of time, in terms of the responsibilities undertaken by women both at work and family, leads to working women's physical and mental tiredness, as well as the perceptions, due to the problems women face in family affairs which diverting their attention from their work, prevent them from promotion (Çaha, 2014: 81-110).

Another organizational factor that reduces female employment is that women's work is considered as a secondary workforce in the world, where women can gain a share of economic power, such as having equal decision-making among the spouses which leads to more equitable approaches and where women with economic power can also gain vitality of self-esteem and decision-making mechanism as well (İmamoğlu, 1991).

Also one of the factors is an inability of the world in implementation of laws that protect and support women to ensure equality between men and women, which has caused declining in female employment. Unconsciousness of women about these rights prevents the implementation of these laws, where some of women with low level of education even do not aware of their legal rights. Moreover, even many countries provide maternity protection for working women, a great majority of women are still cannot enjoy these rights. Around 60% of female workers cannot benefit from a statutory right to maternity leave and close to 65.9% from mandatory coverage by law for income replacement during maternity leave. Furthermore, a large proportion of working women legally covered by law cannot also benefit from these rights in practice. Only one quarter (28.2%) of women are protected by cash benefits referred to maternity, where 50% of these women are lived in the developed countries (ILO, 2016; 35).

The rising level of education in the world also raises development and level of employment. It is shown that the level of education in developed countries is higher than in emerging countries. The low level of education indicates the unawareness of a society, which in its turn, indicates the underdevelopment of this state. The view in some societies that education of women is unnecessary, not sending girls to school and not giving the importance to education, prevents the development in all aspects and reduces female employment (Metin and Arabacı Kariman, 2013: 173-175).

In a nutshell, the individual, social and organizational factors are the factors causing the decline of the female employment. These negative factors prevent the promotion of women into the executive positions at work. Despite the increase in labor force participation of women in the world, the number of women in senior executive positions is still scarce; women usually work in lower and middle management positions. Women who work at lower level are also exposed to wage inequality and forced to fight with

many other problems. Thus, the rate of women executives in the large banks is only at 12% in the USA. The health services consist only 14% of women managers as well. Even in the countries, where the number of female executives is the most widespread in the world, their participation rates in labor force at 36.1% in Norway, 27% in Sweden and 26.8% in Finland. The country with the lowest rate of female senior managers in the industrialized countries around the world is Japan, where their participation rate in labor force is at 1.1%. Unfortunately, this rate is only at 7.4% in the emerging countries. Finally, there are no any women among the 25 highest-paid CEOs in EU countries (Deemer and Nancy, 2006: 89; The Guardian, 2013).

1.3 Women's Employment in Turkey

After the Industrial Revolution, the developments in Turkey have also contributed to the development of female employment. The involving of the majority of men in the 1915 Balkan wars, WWI and WWII in Turkey, has forced women to participate in employment, in order to provide the family income. During that period, the employment rate for women has largely increased. According to the census in Republican period in 1927, the female ratio in labor force has rose up to 25.58%. Unfortunately, especially after industrialization in Turkish history, the difficulties in the process of adaptation have stopped this increase in the female employment (Makal, 2010: 21-23).

The active participation of women in employment in Turkey, as everywhere in the world, began in 1950s. However, in contrast with the world, it has shown a decline in the following years, where the employment rate of women which was at 70% in 1950 in the workforce dropped to 20% in 2000. In 1950s, the majority of women, who worked as unpaid family workers in the agricultural sector, have not been included in the labor force, after their migration to urban areas. The reasons for that were the women's low level of education, shortage of vocational training, and the lack of appropriate qualifications needed by the labor market which have caused them to stay at home or work out of formal sector. In short, women, migrated from rural to urban regions, have not adopted the innovations and developments in technology and could not participate in employment (Tatlıdil, 2000: 133; Ecevit, 2008: 115).

During that period, migrated women have turned toward to industry and service sector. The concentration of migrated women in service sector has led to the faster development of service sector rather than industry sector. Thus, the share of the female employment in the industrial sector has decreased from 12.3% to 10.7% in total female employment between the years 1955-1980 and increased to 12.3% in service sector in 1980. Despite a decline in the agricultural female employment, it constituted almost half of total employment at the end of 1980 (Ecevit, 1995: 120-121).

According to the developments in the law on dismissal of workers between years 1980-1985, the ratio of unemployed women in the industrial sector rose by 20%. The decline, experienced in employment, had a negative effect on the country's economy as a whole, where the inability of Turkey to catch development of technology, brought by the Industrial Revolution, has caused a crisis in the country, during that period. The solutions could not be found despite the stabilization measures implemented in 1980s, in order to break off the crisis which began in the 1970s in Turkey. Thus, in the 1980s the state took decisions to adopt open export-oriented model instead of import substitution approach, in order to get rid of the negative effects of the post-crisis, where it was aimed to increase products, production and employment with this model. In this case, women, who were seen as secondary labor, have accelerated the entry into the labor market, especially among women who were willing to work in the urban regions. However, despite all measures taken in the labor force participation rate of women in Turkey, there was decline from 40% in 1980 and to 30% in 1990, where this decline in female employment has varied according to rural and urban areas (Özer and Biçerli, 2003-2004: 64).

The rural areas have offered more work opportunities for women, while urban areas have offered more employment opportunities for men. Urbanization process in Turkey has led migration of women's labor from rural areas to cities, where the majority of this unemployed population has turned toward to service sector. Those who could not find a job in this sector, by taking advantage of flexible employment condition that was brought by globalization, have begun to work in unregistered works or have become housewives. The globalization process in the 1980s has made use of cheap and flexible

production attractive and Turkey has applied to the unregistered employment as a solution for cheaper production and employment gap. This period could be seen as a great opportunity for male migrants in becoming a work owner in state institutions, while the less educated rural female labor has still occupied home-based informal jobs, such as cleaning in the house, or worked in small-scale enterprises like piece-work and etc. in the cities. The highest participation rate in the unregistered employment was observed especially among women. Even though the unregistered employment has been seen as a solution for the economic crises and for employment gap, in the long term, it was failed, where the unregistered employment rate of women was at 54.2%, in 2012 (Kocacık and Gökkaya, 2005: 213).

Women are worked in unregistered occupations have negative effects on the country's economy by not been recorded in labor statistics. Thus, although the migration to cities has increased the female population, it has not increased their participation in labor force and has emphasized the existence of the unregistered (informal) sector. In urban areas, women often have worked in the service sector and in sectors which are needed specialties, and thus, density of rural and urban population in different sectors was distributed in different proportions (Çitçi, 1982: 86-87).

According to the statistics, the female labor and employment in Turkey is one of the lowest among OECD countries nowadays. As it shown in the Table 1.2, even though there is increase in female labor by 8.7% and employment by 6.2% from 2000 to 2016, they are still at a low rate where employment rate of women at 31.1% and female LFPR at 35.3% in 2016.

Table 1.2

Women's Status in the Labor Market (2000-2016)

	Years				
	2000	2005	2010	2014	2016
Population at 15 years	23 295	24 686	26 740	28 704	29 592
Labor Force	6 188	5 750	7 383	8 548	9 357
Employed	5 801	5 108	6 425	7 604	8 252
Employment Rate (%)	24.9	20.7	24.0	29.3	31.1
LFPR (%)	26.6	23.3	27.6	33.1	35.3
Unemployment Rate (%)	63.0	11.2	13.0	11.2	12.0
Not in Labor Force	17 108	18 936	19 357	20 155	20 236

Resource: Turkey Statistical Institute (TURKSTAT), Labor Statistics: Data from TURKSTAT were published in 1999 by calculating the average of April and October.

In comparison with the world, female labor force participation in Turkey is seen at an extremely bad spot, in terms of its employment and unemployment rates. According to 2009 statistics, while the LFPR of women in Turkey was at 26%, then this rate was at 51.6% on average in the world, moreover, while the rate of women's employment rate in Turkey was at 22.3%, then the world average was at 48%, and while the female unemployment rate was at 14.3% in Turkey, the world average was at 7%. Thus, the female LFPR and employment in Turkey have risen as much as half of the world average, and furthermore, the female unemployment has fallen by twice of the global average (ILO, 2010: 46-50).

However, according to Table 1.3, the female employment rate has increase to 31.2%, the female LFPR to 35.3% and the unemployment rate of women has decrease to 12.0% in 2016. Yet the employment and LFPR rates in Turkey still could not upgraded to a desired level, and despite the laws on gender equality has been issued, the lack of their practice has led women remained highly unemployed.

Table 1.3

The Difference between Female and Male LFPRs in Turkey in 2015-2016

	2015		2016	
	Men	Women	Men	Women
Workforce (Thousands)	29 157	5 669	28 901	29 592
LFPR (%)	75.8	34.1	77.0	35.3
Employment (Thousands)	18 165	7 787	18 741	8 252
Employment Rate (%)	68.4	29.6	69.7	31.2
Unemployment (Thousands)	1 920	1 150	1 918	1 105
Unemployment Rate (%)	11.5	9.6	9.4	12.0
Urban Unemployment Rate (%)	10.8	17.3	10.5	15.4
Out of Labor Force (Thousands)	8 366	20 221	8 242	20 236

Resource: TURKSTAT, Labour force of participation rate 2015 and 2016

The distribution of the female employment among agricultural, service, industrial and constructional sectors shows that the highest rate of women's employment is in service sector and the lowest rate in the constructional sector in recent years. The share of male and female employment in agricultural sector has decreased and has increased in industry and service sectors. This transformation has experienced more profoundly in the female employment. Even though, in the sectoral distribution of working women, 62% of women were employed in agriculture, 13% in industry, 1% in construction and 26% in service sectors in 2000, then in the following years they have turned mostly into the non-agricultural sectors, where in 2009, 42% of women were employed in agriculture, 15% in industry, 43% in service sectors. It is important to notice that, **for the first time, service sector has employed more women than agriculture in 2009** (Gönüllü and İçli, 2001: 82).

Table 1.4

Sectoral Distribution of Employment by Gender (15+age, %)

Sectors	Years							
	2000		2009		2010		2015	
	Men	Women	Men	Women	Men	Women	Men	Women
Agriculture	27	62	18	42	18	42	16	31
Industry	20	13	21	15	22	15	22	15
Construction	8	1	8	1	9	1	10	1
Services	45	26	53	43	51	42	52	53

Resource: TURKSTAT, Labour Force Statistics.

According to the statistics and as also seen in Table 1.3, agriculture sector was the main sector, which was occupied primarily by the female employment, and service sector was at the second place until 2008, where between years 1980-90, the majority of women worked in the agricultural sector, and where it had 77% in 1988. Fortunately, the developments and innovations taking place in Turkey, have led women to leave the agricultural sector for service sector, where in 2015, the female rate of women in agriculture decreased from 77% to 31%, and where from the total of 7,787 million women workers, 31% was employed in agricultural, 53% in service and 15% in industrial sectors (Metin and Arabacı Kariman, 2013: 4-5).

The variation of the female employment by sectoral distribution is also seen in the distribution of employment by women's work status, which in turn, affects by sectoral distribution. According to distribution of working women by the female work status in Turkey, a large proportion of women work as unpaid family workers and without insurance, where the differences, according to the employment status of working population, are more profound between the rural and urban regions. The majority of women work as unpaid family workers in the rural regions, the distribution of female labor force varies in the urban areas. Besides a bride price, which is only economic benefit of women in the rural areas, the majority of them work as unpaid family workers, in comparison with urban areas where women usually work in paid jobs. In addition, in the cities women migrants work at home as unpaid family labor, or have some income

generating jobs outside home, as well as they work in wage-earning jobs in industry and service sectors. Furthermore, contract manufacturers in the cities usually offer employment opportunities for women who are often poor women that migrated from villages to cities, and finally, there is also some number of women who are seen as self-employed, or employers (Gündüz, 2000: 240; Kocacık and Gökkaya, 2005: 202).

The rate of employment of women as paid workers in urban areas was at 79.3% in 2004 which increase to 85.2% in 2015, as it shown in the Table 1.5. Even though, the female employment included 44.5% of women working as unpaid family workers and 44.8% of women as paid workers in 2004 in the country, this rate has been changed in positive way in 2015, where 61.6% of women became to work as paid employees and 28.4% as unpaid family workers. Thus, compared with the previous years, there was an increase in paid employment rate and decrease in unpaid employment rate of working women, but again, the difference in these rates is quite noticeable.

Table 1.5

Employment Distribution by Employment Status (2004-2015)

	Years					
	2004		2013		2015	
	Men	Women	Men	Women	Men	Women
Turkey						
Paid, Salaried, Casual Employers	57.8	44.8	67.3	56.6	69.2	61.6
On Own Account	6.5	1.0	6.1	1.2	5.8	1.2
Unpaid Family Workers	28.0	9.7	22.1	10.7	20.2	8.7
	7.7	44.5	4.5	31.5	4.6	28.4
Urban Area						
Paid, Salaried, Casual Employers	70.4	79.3	78.3	82.0	79.5	85.2
On Own Account	8.1	1.7	7.3	1.8	7.0	2.3
Unpaid Family Workers	18.5	7.3	12.8	8.9	11.8	9.3
	3.1	11.7	1.5	7.3	1.2	6.7
Rural Area						
Paid, Salaried, Casual Employers	30.3	11.2	43.4	19.9	45.4	20.1
On Own Account	3.2	0.3	3.4	0.4	3.8	0.6
Unpaid Family Workers	48.8	12.0	42.1	13.5	41.5	14.5
	17.7	76.5	11.1	66.2	10.8	66.0

Resource: TÜİK, 2004-2015: [http:// www.tuik.gov.tr](http://www.tuik.gov.tr)

Furthermore, the employment rate of paid and unpaid family workers seem to be quite close to each others in 2004, but these rates changed in 2015, where the rate of paid workers has increased and the rate of unpaid family has workers decreased. Among working forms of the female employment, the highest rate is seen in paid, salaried and casual working form, which has increased from 44.8% to 61.6% in 2004 and 2015, respectively. Although the ratio of paid female employees has increased and the gap of paid work between genders has decreased, it still continues to exist, where by examining the employment status by gender in 2015, if 28.4% of women and 4.6% of men worked as unpaid family workers, then 61.6% of women and 69.2% of men participated as paid labor in the market.

In short, the main features of the female labor force in Turkey are the low labor and employment participation rate, high non-agricultural unemployment rate, low-income employment, limited industrial employment, separation in service sector on skilled and unskilled jobs, spread of unregistered labor force, and insufficiency in child and elderly care (Metin and Arabacı Kariman, 2013: 166-168).

From the past to the present, even though the changes and developments in the female employment have improved in positive way, it is still unable to operate on equal terms with male employment today. This distinction is felt more profoundly in the rural regions. Furthermore, women are still limited in their choices about sector during employment, and they have faced many problems related to education, marital status, culture and traditions, these problems in the female employment push them to operate in unregistered (informal) form of working (Kocacık and Gökkaya, 2005: 202).

1.4 Reasons Reducing Women's Employment in Turkey

Despite the equitable provisions were provided by law, women still are faced the obstacles which cause lower rate in female employment than male in Turkey. Although Turkey was one of the first country that was adopted the principle of equality of men and women, it was failed to provide gender equality in employment rate. According to an international survey conducted in 2010, the reasons of different LFPR between

women and men in Turkey are described as cultural factors, traditional structures, cross-country income differences and the public policies affecting the status of women in work (Antecol, 2000: 412).

According to the distribution of employment by educational level of women, it is seen that one of the reasons preventing the female employment is the low level of education. There is a strong link between employment and education. Considering the worldwide female employment, the countries with the high level of education show the high participation of women in the labor force, increase of women's level of education leads to increase their participation rate in employment. However, illiterate women – as well as women who have not get an adequate education, do not have the skills demanded by the market, are responsible for household, and are expected to take care of children and elderly – could not participate the employment and were trapped in the house (Eurostat, 2011; Metin and Arabacı Kariman, 2013: 153).

Table 1.6

Distribution of Male and Female Population by Education 2010-2014 (%)

	2004		2014	
	Men	Women	Men	Women
Illiterate	7.0	27.4	1.8	9.2
Unqualified	5.3	7.5	3.7	9.0
Primary School	50.3	45.2	27.9	36.6
Secondary School	11.2	5.3	14.0	9.3
High School	16.0	9.1	9.4	6.1
Vocational High School	19.9	10.8	23.2	15.0
University	10.2	5.4	16.2	11.7

Resource: TÜİK, 2010-2014: <http://www.tuik.gov.tr>.

According to the data from the Table 1.6, approximately one out of ten women was illiterate in 2014 in Turkey, where this rate was only at 1.8% of men. Also it is seen that illiterate rate of both genders was decreased in period of 2004-2014 and the general level

of education in Turkey was increased. However, even though the proportion of women with education of primary school or below has decreased from 2004 which was at 80.1%, the majority of female population over the age 15 in Turkey still has education of primary school or below (54.8%) in 2014. In addition, there are large differences in educational attainment between genders where female level education was still behind men at every level of education higher than primary school, and where among all levels of education, while the highest rate of men got education from vocational high school (23.2%), the highest rate of women got education from primary school (36.6%) in 2014.

The proportion of women, as well as of men, has increased at every stage of the higher education. The main difference is in the proportion between genders which in turn has had to decrease over time. If the difference in the rates of bachelor's degree between men and women was 1.34%, 1.52% of master's degree and 1.70% of doctoral degree in 2000, then in 2013 it declined to 1.08%, 1.05% and 1.14%, respectively, as it shown in the Table 1.7.

Table 1.7

Number of Students According to Level of Degrees by Gender

Education Level	Years					
	2000		2010		2013	
	Men	Women	Men	Women	Men	Women
Bachelor Degree	126940	94594	297593	262275	149505	139860
%	57.30	42.70	53.15	46.85	51.67	48.33
Master Degree	4792	3147	19869	22734	13162	12542
%	60.36	39.64	46.64	53.36	51.21	48.79
Doctoral Degree	1330	783	2575	2084	2380	2082
%	62.94	37.06	55.27	44.73	53.33	46.67

Resource: ÖSYM (Ölçme, Seçme, ve Yerleşme Merkezi), www.osym.gov.tr

According to research of Metin and Arabacı Kariman, the highest participation rate in the female labor force in Turkey is shown by women with high education, among other

levels of education and regardless of years. The reason of that is the necessity for women to have adequate level of education. If the primary school education is enough for men for participation in the labor force, then women have not the same status. In the case where men and women have the same level of education, men are more preferable, therefore, to have higher education level is more important for women (Metin and Arabacı Kariman, 2013: 10-11).

Table 1.8

Female Labor Force Participation Rate by Education, 2005-2015 (%)

Education Level	Years		
	2005	2010	2015
Illiterate	15.6	16.3	18.6
Education Below High School	19.9	23.8	48.1
High School	26.9	30.4	54.1
Vocational or Technical High School	36.8	39.8	65.4
High Education	69.1	71.0	79.8

Resource: TURKSTAT, Labor Statistics

As it shown in the Table 1.8, female participation rate in labor force increases with increasing of levels of education, where the lowest rate of female participation in labor force belongs to uneducated women in period of 2005-2015. It is important to notice that the data in the Table 1.8 also proves the theory of positive correlation between education and employment.

Furthermore, the education level of female LFPR in Turkey increases from 2005 to 2015. While the rate of illiterate women increases at a lower rate (3%) from 2005 to 2015, then education level of women at every stage has greater increase, where the rate of women with education below high school increases by 28.2%, with high school education by 27.2%, with vocational or technical high school education by 28.6% and with high education by 10.7% from 2005 to 2015.

By considering the effect of marital status on the female employment in Turkey, it can be seen that it is also one of the major factors causing a decrease in employment of women. According to data of DHS (Demographic and Health Survey of Turkey), approximately 98% of women in Turkey marry before age 49. Usually marriage takes place early in Turkish society, where the average age of marriage is around 20.7 among women between age of 15-49, regardless of urban and rural locations. Moreover, in terms of the impact of age on employment, the marriage at an early age limits the educational opportunities as well. The participation in employment shows a very different distribution between married men and married women. Even though, the rate of married men is recorded as the highest in employment participation, this ratio is quite low for married women. Thus, if married men even with low level of education still participate in employment, in order to provide their families livelihood, then married women usually participate in employment at lower rate compared to unmarried women or completely do not enter in the labor market. On the one hand, if nearly 77% of married women face problems during employment, then, in the other hand, marriage loads the heavy family responsibilities on women in Turkish society, which in turn, decreases the female employment (Koray, Demirbilek S. and Demirbilek T., 2000).

The main causes of decline in employment of married women are the problems they are faced in their family life, such as:

- **Work and family conflict** – Women, having roles both in working and in family lives in order to bear both of them, has been forced to contend with the heavy burden of responsibilities (Çolak and Kılıç, 2001: 34-49).
- **Household chores**– Increasing of female employment affects women’s work and family lives. However, the positive developments of women at work also have to be seen in home and family life. From this point, as work conditions affect family life, family problems negatively affect work life (Koray and others, 2000: 31).
- **Work at home** – Situations, requiring women to work at home, are the inability to find a work outside home, inability to find a job close to home, husband’s prohibition to work outside home, and responsibility of child-care. In this case, the absence of a social insurance also has a negative impact on these women.

- *Child-care issue* – Duration of legal permits of the prenatal and postnatal periods of working women is not long enough (Kocacık and Gökkaya, 2005: 215).

The reason is that married women, who are solely responsible of the childcare and household chores, cannot have enough time to participate in employment. Women who decide to work firstly have to set housework and care for their children and elderly. The most problematic period for the working married women is their children's schooling time. This is important factor which affects married women in decision to work. Unlike men, the lack of properly available child-care institutions, which is important obstacle for married working women in participation in labor force, affect women to get chance doing career and having retirement opportunities, where it is important to notice, there is positive relation between female employment and reducing poverty, as well as increasing in education of children. Moreover, marriage is one of the factors limiting women's participation in formal employment. Thus, the majority of married women prefer the flexible employment structure which provides the participation of married women with children in labor force, unfortunately, in working at home form in unregistered and informal sectors. All these barriers, in front of married women in Turkish society, have led to their inability to have place in the labor market at the desired extent (Önder, 2013: 54).

As it shown in the Table 1.9, even though the number of women not included in labor force increases from 17 108 million in 2000 to 28 176 million in 2015, women not included in the labor force, due to housework, decrease in numbers from 12 339 million to 11 498 million in the same period. Thus, as a result of several policies pursued increase in participation of female employment, the rate of women not included in the labor force, due to housework, drops from 72.12% to 40.8% in 2000-2015.

Table 1.9

The Reasons of Not Being in the Labor Force

	Years		
	2000	2008	2015
Population not in labor force (million)	17 108	19 526	28 176
Not seeking a job, but available to start (%)	2.50	5.22	2.40
Working seasonally (%)	2.00	1.24	0.33
Busy with housework (%)	72.12	62.41	40.8
Education, Training (%)	6.70	8.52	15.92
Retired (%)	2.59	3.49	14.49
Disable, old, etc. (%)	7.94	10.98	13.76
Others (%)	6.17	8.10	6.16

Resource: Turkey Statistical Institute (TURKSTAT), labor Statistics

The LFPR of women by marital status in Turkey shows that generally the LFPR of divorced women appears to be higher on average than of those who are unmarried, married and widowed in 2015, as it also shown in the Table 1.9. The rate of participation of divorced women in labor force has held its highest rate among unmarried, married and widowed women since 2000. Divorce is an event that often has devastating economic effect on women, where they usually do not receive enough support from their ex-spouses that may let them to have financial difficulties, where in turn, however, positively affects their decision to participate the labor force. These difficulties are felt more in the cities, where the cost of living is much higher, and have helped further increase in the labor force participation of divorced women in urban areas (Seitz, 1999: 15; Fosu, 1999: 5-7).

Table 1.10

Participation Rate in the Labor Force by Marital Status (%)

	2000		2005		2010		2015	
	Men	Women	Men	Women	Men	Women	Men	Women
Unmarried	59.4	35.0	58.0	34.3	47.0	28.3	1.2	2.6
Married	81.1	25.2	78.2	23.1	70.7	24.2	83.2	43.8
Divorced	72.5	41.0	68.2	42.1	58.3	37.5	2.8	50.5
Widowed	29.7	11.5	22.4	10.0	17.6	8.6	12.9	3.1

Resource: HIA, 1988, 2000 and 2006: [http:// www.tuik.gov.tr](http://www.tuik.gov.tr). Note: included people 15+ age.

Women, who are known as persons who have to take more responsibilities in social and economic life, have inequality in employment rather than men, where according to the

believes of employers, women usually work temporary, give less attention to the work than men, cannot to be promoted and unable to appear in the top position because of housework responsibilities and possibility of pregnancy (Kocacık and Gökkaya, 2005: 208).

The society, which has a traditional patriarchal structure in Turkey, lets women's employment to a subordinate level of the labor force and causes a decrease in the female employment, where historically, the female labor force was increased only in wartime periods and in times of crises. The mindset adopted in Turkey, do not accept women to work outside home, where according to traditional structure of our society, the responsibilities of a woman are care of household chores, as well as child- and elder-care (Berber and Yılmaz Eser, 2008: 5).

The gender roles of men and women differ from each other in the Turkish society. According to gender roles, it is expected from men being strong, as well as supporting of their families and having certain activity and control over their environment. In contrast, it is expected from women being patient, understanding, careful, and having control over household chores and human relations. These roles are more clearly noticed in the family institution, where the activities, carried out by a family as a unit of society, are distributed in the form of roles among family members. The distribution form of the responsibility and decision-making, in basic social and economic issues in a family, is closely related to the members of family, especially to the roles of women and men. Traditionally, housework and family responsibilities are also divided according to gender. While male members of a family do housework such as repairing and gardening, women do home works such as cooking, washing and cleaning the house (İmamoğlu, 1991: 832; Şafak, 1989: 35).

Fortunately, the social roles, given to men and women, currently have changed due to effects of globalization and urbanization. These changes have brought more gender equality between men and women in their work and home lives. Today, by the impact of urbanization and economic developments, the distribution of traditional roles between genders have not only changed but also modernized (Başaran, 1984:159).

Even though there are changes in the traditional gender roles, the women's work still is pushed to the background. Both the socio-cultural values and patriarchal mindset effect the formation of gender inequality, which hinders women to take an active role in the society. In this case, the adoption of this situation by women has complicated preventing of gender inequality (Günay and Bener, 2011: 158-159).

Thus, the expectation of women in the society is primarily to be a good wife and mother, where work and career prospects are at lower rate. Women in the society are seen as a foundation of a family, thus, parents expect from their daughters to be a good mother and wife in future. This way of thinking and the impact of the traditional structure both hinder the children's development capabilities (Çolak and Kılıç, 2001: 7).

Investigation of the thought about success in women's perception in Turkey appears that women are customized on motherhood and wifehood. Even if women are successful in work, but are failed to be a good mother and wife, are considered to be totally unsuccessful. A woman is succeed in both work and in home, is described as an **ideal woman**. Generally, housework and childcare are seen as women's work, and the changing role of women within the family is not accepted by the culture. As a result, even if women participate in the workforce, they are turning to jobs which will not disrupt home responsibilities, such as teacher which is part-time work (Çifçi, 1979; Berber and Yılmaz Eser, 2008: 3).

In addition, one of the problems, seen in the social life in Turkey, is that women of upper-class with high living standards do not work because there are no family needs, and women of lower classes need and even willing to work, however, cannot participate in employment due to the negative outlook of society and traditional values on female employment. It is seen that, the majority of the female employment in Turkey are constituted of women of upper-class. Women of lower classes can work only in jobs permitted by their husbands (Kocacık and Gökkaya, 2005: 200).

As everywhere in the world, there is also existence of wage gap between male and female employees in Turkey. The view, that women have possession of weaker, emotional, polite and naive personal nature compared to men, has formed the basis of

wage inequality. Despite the female labor force doing the same work as male, they receive lower wages and are held in the background depending on the employers' choice. The temporary and low-paid jobs given to women have led declining of the female employment and rising of the female unemployment (Kocacık and Gökçaya, 2005: 211).

The majority of female employees are located in the service sector. Generally, the female labor force with high education is directed to the public sector, where women working in the same profession as men get salary less than men. Thus, in comparison with developed countries, if the wage gap between men and women is between 17.6% and 35% in developed countries, then in Turkey this rate is much higher. The legal working hours consist of 45 hours per week in Turkey, but more than half of the employed are working 55 hours per week. Turkey is still represented a social structure of a male-dominated system that is largely determinative in every area of life (Metin and Arabacı Kariman, 2013: 155-169).

The change of society with time has helped women to get more legal and economic rights. However, these rights have not been fully put into practice, still there is existence of some laws and applications, called "flexibility", are considered in Turkey, which help working women in caring out work and home responsibilities together. The employment condition has gained efficiency with implementation of these laws and applications, and women have begun to work although at low-paid but in uncertain hours jobs. Among the female population, the flexible work was adopted especially by housewives, who work in the informal sector at poor working conditions and without social security. They prefer this informal work without social insurance, but which offering flexible working conditions and where it provides the opportunity to carry out the work and home responsibilities together. Furthermore, the reason of lower rate of women than men in labor force is due to the lack of women in taking an advantage of participation in union organizations and union activities, provided by the social rights in Turkey, it is because, women are not being well informed about these activities, and thus, cannot perform an active participation of these social organizations (Betz and Fitzgerald, 1987: 211).

Moreover, the partially practiced legal rights prevent women from fully use their legal rights which increase the gender inequality. According to some scientists, the basis cause of the problem is the current structure of cultural thought in the Turkish society, where it has negative perspective on women's participation in employment. For example, according to TURKSTAT 2006 Family Structure Survey, 23% of men and 10% of women has opinion that "women have not to work" (Çolak and Kılıç, 2001: 7).

The problems faced by working women as mothers and housewives, the adverse effects of social oppression, the inequality between genders and other problems have reduced the participation of women in employment. These problems faced by women in Turkey have led to unequal opportunities in employment. The failure in the sharing of household chores, care after children, elderly or sick, low educational level of women, negative outlook in society about women's work, working conditions and inequalities are important factors in reducing the female employment (Metin and Arabacı Kariman, 2013: 6-7).

In addition, there are many factors affecting the participation of women in the labor force in Turkey. Generally in Turkish society, women are expected firstly to fulfill the responsibility of being mothers and wives and then to follow their careers. Researches reveal that marriage and child-care are the biggest obstacles in women's employment. In addition, the issues, such as work and family conflict and pregnancy, have led to inequalities and extremely rare number of women in employment at the top positions (Palmer and Hyman, 1993).

In order to increase female employment, it is necessary to harmonize work and family life, promote gender equality, promote women's entrepreneurship in education, and strengthen the women's organizations. The ILO has signed many agreements which are aimed creating equal opportunities for women and men in the labor force. The first ILO Convention, that Turkey has ratified, is about a prohibition of women to work in mines and underground jobs. However, these taken measures not sufficient enough. According to the world Economic Forum's Global Gender Gap Report, Turkey is one of the countries where the gender gap is most pronounced, and the data from "Gender Equality

Index” between the years 2004-2007 shows that Turkey, with 12.76% decline, is the most regressive second country after Angola (Metin and Arabacı Kariman, 2013: 170).



CHAPTER 2

INFORMAL SECTOR

2.1 Informal Sector in the World

The informal economy is one kind of unregistered economic activity, which can also be called as underground economy, parallel economy, hidden economy, illegal economy, marginal economy, unofficial economy, undeclared economy, and so on (Derdiyok, 1993: 54; Sapançalı 1995: 123).

The unregistered economy has the different definitions which vary among cultures and geographies. According to Friedrich Schneider (1986), the unregistered economy is all kinds of economic activities, contributing to the added value and having to be added to the national income under the national accounts, but because they were not registered by the national statistical agencies, they are unable to be measured. Vito Tanzi (1982) also has defined the unregistered economy as the economic activities of individuals and firms, which they tend to make without state intervention. Philip Smith (1994) has interpreted the unregistered economy as legal or illegal market-based production of goods and services which cannot be included in the official gross domestic product calculations. According to Özal (1994), the unregistered economy is not only the economic activities that hide tax evasion, but which covers all economic activities that not reflected in the GDP accounts (Kök and Şapçı, 2006: 2).

Castells and Portes (1989) have said that the distinguishing feature of the informal sector is the economic activity in this sector which is not regulated by the governmental institutions. The position of labor in the informal sector is unregistered, where workers are deprived from social security, working under the minimum wage, and operating under bad working conditions.

The working conditions in the informal sector are seen as not conforming to safety and to public health. Thus, in order to define the informal sector, which represents a variable structure, it is used two basic criteria small scalability and tax avoidance, where the informal sector is an economic activity which cannot use legal benefits, but which is not also be affected by the costs. In short, the informal sector describes the economic activities operating illegally and which cannot implement the conditions of the formal sector (Heintz and Pollin, 2003: 3).

The features of the informal sector:

1. The ease of entry and exit which was caused by the lack of legal and administrative regulations.
2. Operating in a not fixed location.
3. Needs for high capital and accumulation
4. Because of small size of enterprises, the goods and services offered are limited.
5. They are simple economic activities which are carried out in order to have a business or to have additional income.
6. Operates in the production and service sectors.
7. Has not been institutionalized.
8. No need for prerequisite training, most of the employees in this sector are unskilled.
9. A significant part of the activities in this sector cannot be measured.
10. The informal activities operate mostly in the big cities (Baştaymaz, 1989: 22-23).

The historical development of the informal sector, which features vary according to the nature of countries, has presented the concept “informal sector” and has been defined at the first time in the 1970 ILO World Employment Programme, where it also has been

used in Kenya Report under this programme. The definition of the informal sector in developing countries, prepared by the ILO in its worldwide working report, is determined as all economic activities that fall out of such subjects as formal activities, licensing, taxation, labor inspection, and so on. The informal sector is also described as the economic activities that have been appeared as a result of migration of population from rural to urban regions, where there was a failure of the formal sector in providing employment which has pushed labor force toward to informal sector. Migration caused the large increase in unemployment, however, statistically it was found to be lower than it was expected which clearly demonstrated the existence of the informal sector. (Sapancali, 1995: 118-119; TOBB, 1994: 121).

Examining the distribution of informal sector by countries shows that the worldwide economic crisis, which began in the mid-1960s, has been effective firstly in developed countries and then between developing and less developing countries. During that period, the decrease in rate of profit was observed with the current production model. The purpose of developed countries, to increase the production in the global capital markets, has been debited the developing countries.

In order to prevent the crisis, the old production model has been replaced by the new model of production, and it was decided to reorganize the labor. This flexible structure, of the new production model, has contributed to the creation of the informal sector. In order to compete with developed countries at the international market, developing countries have turned to the informal sector, to be able reduce labor costs and escape from taxes. Thus, reducing labor costs in the informal sector raises the potential of developing countries in competition at the international market (Özşuca and Toksöz, 2003: 3).

Growing informal sector in the years 1950-60 began to spread after the crisis in 1980 due to migration and has reached the serious proportions in developing countries in the late of 20th century. The informal sector, especially in the developing countries, covers the non-institutional activities, which are excluded from agricultural, industrial, service and formal sectors. Researches show that the informal sector concentrated in developing

countries where the national per capita income is low. The employment rate, in informal sector in 1980, ranged between 20% and 60%, where the difference between these rates shows the relationship between level of development of a country and size of informal sector in that country (Sapançalı, 1995: 117).

General idea which claims that the size of informal sector is small in developed countries and large in developing countries was also shown in Schneider's calculation in 2005, where the official GDP ratio of unregistered sector was at 96%, that is 38.7% in developing countries, 40.1% in 25 transition countries, and 16.3% in 21 developed OECD countries (Çetintaş and Vergil, 2003: 17-19).

In general, growing informal sector has both positive and negative effects on the national economy. Some researchers believe that the growth of the unregistered economy reflects positively on the formal economy. However, some other researchers consider that increasing of informal activities can reduce the state income tax, as a result, may hinder economic growth. The positive and negative effects of the informal sector have different angles on the national economy (Örgünç and Yılmaz, 2000: 6).

From the positive point of informal sector that it can avoid paying taxes through unregistered enterprises, as well as it can receive benefits from cheap labor. Informal sector reduces the labor costs through unregistered employment, which running without insurance. One of the positive consequences of the informal sector is the reduction of unemployment as well. Those, who employed in this kind of work, are called "hidden unemployed", where they also can benefit from unemployment insurance. This situation, in a sense, alleviates the effects of poverty. Also there is one more positive consequence of informal sector where it brings cheaper goods and services (Törüner, 1991: 8).

However, from the negative point of the informal sector; it is not included in the official economic indicators, which caused a misinterpretation of the country's economy. This sector, as an obstacle to tax collection in a sufficient amount, causes a disruption in the area of public services. Also the informal sector leads to unfair competition between firms. Informal economy, by causing a decrease in social security and tax revenue,

prevents workers to benefit from social rights, and leads to large budget deficits in the state economy, as well as to a decrease in income of workers (Altuğ, 1994: 65).

Furthermore, workforce in the informal sector accepts low-income working, which resulting in an increase in poverty, vice versa, since the poor cannot meet their basic needs, such as education, health and housing, it leads them to work in the informal sector. Thus, the another negative effect of informal sector is that, it will difficult for the young age workforce in the informal sector to take a part in the formal sector in the future, since working at a young age of this labor prevents their education. Thus, these children, working in low-income informal sector, leave their unfinished education and continue to work in this sector. In short, they cannot get enough education, which they need in order to get a high-income job in the future. Thus, while women and children are constituted the poorest class of the informal sector, then men in informal non-agricultural sector often in the top class in this sector, where they have more likely own businesses (Temiz, 2004: 66; Karadeniz, 2011: 95).

Dividing the labor market on formal and informal structures is a feature that makes it differentiate developed countries from developing countries. This difference between developed and developing countries in the world is an identification of employment, social life and working areas. Economic status and level of development of a country are the factors determining employment. Developing countries, engaged in agriculture, more likely own informal employment, while developed countries, dealing with industry, own more formal employment. Usually informal labor market consists of rural migration who cannot get work in the formal labor market, are unskilled workers that work for a day or have a temporary job, and also who can operate independently with little capital in service sector. Employment in informal sector has not a specific and regular income, or often works with a salary below the minimum wage and without of social security (Demaret, 2005: 125-129).

Compare the informal work force of men, women labor force participation in informal sector to be own account workers and subcontract workers rather than owner operators or paid workers in informal enterprises. The majority of women workers in the low-

wage informal labor market make the goods, which they produce and sell them at home or outside home, in order to contribute to their family income. The female labor in manufacturing usually works at garments, small enterprises, or in the form of take-work-at-home, often without social security. Married women with children are preferred to work in low-paid piecework jobs at home, which usually one of the preferable forms of informal work by women (Charmes, 2000).

According to the World Bank statistics, women are over-represented in the informal sector at the globe level. It is observed that the number of women workers exceeds the number of men workers in the growing informal sector, where the female total labor force outside of agriculture is higher than male in mostly developing countries (Frey and Weck-Hanneman, 1984: 33-53).

Since the ways of working in the informal sector are more convenient for women, it is more preferred by them. The proportion of women in informal employment is more than half of total employment worldwide. In developing countries more than 60% of women's employment was operated in the informal sector. Almost all female non-agricultural labor force concentrate in sub-Saharan Africa, where over 95% of female non-agricultural workers are in Benin, Chad and Mali. In Latin America, this share varies among countries, where the least rate of 36.4% in Brazil and the highest rate of 70% and above in Honduras and Guatemala. More than 80% of women in non-agricultural informal sector locate in Asia, where nine out of every ten women work in this sector in India and in Indonesia. However, this situation is differs for developed countries, where the male workers in informal employment is higher in the Middle East and Northern Africa as well as in Eastern Europe and Central Asia. These women often do not contribute to social protection such as pensions, unemployment benefits or maternity protection. Globally, according to available data, close to 40% of women in wage informal employment do not access to social protection, where this rate increases to 63.2% in sub-Saharan Africa and 74.2% in Southern Asia (ILO, 2016: 11; www.wikigender.org, 2016).

Although the average earnings of women in informal sector are, the female labor force contribution to the GDP is at significant level, where the contribution of those women to GDP is greater than their share of employment in the informal sector (Alter Chen, 2001: 78)

2.1.1 Home-Based Work in the World

One of the most important features of the flexible operating conditions is a lack of a common ground between each other and their similarity with the typical work model. Atypical work is a mode of operation, which is one of the forms of work in the informal sector that differs from typical form of work. While typical work a form of full-time work with indefinite employment contracts, performing under the employer's orders and instructions, atypical work differs from the typical ways of working in terms of place of work, weekly working time, the contract period, and from employer's orders and instructions. In comparing typical work with atypical work, these forms of work emerge in such work as full-time work versus part-time work, work with an indefinite-term employment contracts versus work with fixed-term employment contracts, work in the company versus work in their own home, work under the employer's orders and instructions versus work on their behalf, paid work versus unpaid work. In another aspect, the atypical work relaxes the shape of typical (standard) work and brings it to non-standard forms (Karadeniz, 2011: 84-85).

Multinational companies also employ atypical workers. The growth of the non-corporate businesses increases the unregistered workers in non-agricultural sector and decreases the unemployment rate. In order to make a profit, they are implementing half of formal and half of informal working policies. Multinational companies, which adopted the model of capital accumulation, operate in centers with the formal employees, however in order to reduce the cost, they run their work with informal atypical workers in different parts of the world. With this applied model, production and employment have subcontracted at the international level and the form of work at home has become the

most common form of the informal economy (Erdut Z, 2007: 74-75; Van Eyck, 2003: 14).

Atypical employment rate of women is also exceeded of those of men. Employment of women working from home, created by the intersection of paid work and independent work, is one of the most intense types of work, especially among housewives, where flexible structure of the sector and the low expectations of women in this sector particularly contribute the employment of housewives. The main reason of women, preferring this type of employment, is that this sector does not interrupt household responsibilities. While fulfilling their responsibilities at home, women, who work at home, contribute to the family economy by doing their jobs. According to gender stereotypes, these women should be able to carry both work and home responsibilities at the same time. This view is also supported by socio-cultural values. Working at home with family members, which also independent work and temporary work, is one of the forms of work in the earliest capitalist period, which is also accepted as the traditional way of work (Karakoyun, 2007: 123; European Parliament, 2000: 39).

Women are constituted the majority of the home-based workers. Cheap female labor is the main reason for this development, where according to a research, despite the fact that women, who do similar work in this sector, receive lower wage than men in the home-based work. Since women's work is seen as cheap work, it increases the demand on the part of employers. In addition, women do this kind of atypical work in order to contribute to the household income in front of economic difficulties and poverty. Discrimination at work and insufficient skills, needed in the formal labor market, are forced women to choose the home-based work in the informal sector (Özsuca and Toksöz, 2003: 2).

In general, the reasons of women in preferring the home-based work are inability to find a job outside home, inability to find work near home, prohibition of their husbands to work outside home, and the absence of someone who can take care of their children during work time. Those reasons have a negative effect, in terms of social security which women cannot get in this case (Kocacık and Gökkaya, 2005: 213).

Home-based work has a large increase in recent years, particularly in developing and least developed countries. In industrial sector, there are 80% of home female workers worldwide, where the proportion of women working at home ranges from 30% to 80% in the Organization for Economic Cooperation and Development (OECD) countries. The high rate is seen also in Japan, where women consist of 92% of the total unpaid family workers and 94% of home-based workers. Furthermore, the proportions of home-based workers is at 38% in Thailand, 25-39% in Philippines, 30% in Mexico, 30-60% in Chile, and 45% in Venezuela (Beneria and Floro, 2003: 3; Williams, 2001: 5).

2.2 Informal Sector in Turkey

Informal sector in Turkey defines as the activities that are carried out due to unemployment and lack of income, especially in large cities, in stationary or mobile forms, and which not appear in the state record, as well as not included in economic statistics. The informal sector includes the enterprises which employ large number of workers, but which do not comply with labor law, social law and other regulations. In the scope of the informal sector, there are also the non-institutional small-scale enterprises with employment of 1-9 workers. The informal sector is growing rapidly in Turkey in the resent years especially among women, where according to the TURKSTAT April, 2016 data, the share of women in the informal sector is at 44.5%, compare to 28.6% of men (Sapancalı, 1995:119; TUIK, 2016).

There is an idea that informal sector reduce the unemployment rate in a country. According to the Table 2.1, the non-agricultural unemployment rate is higher that unemployment rate for both men and women, where it accounts for 17.2% for women and 10.5% for men in 2015, whereas unemployment rate of women at 12.6% and men at 9.2% in the same year.

Table 2.1**Non-Institutional Population Labor Force Distribution (2005 – 2015)**

	Year					
	2011			2015		
	Total	Men	Women	Total	Men	Women
Population 15 years and over (thousands)	53 593	26 320	27 273	57 854	28 573	29 281
Labor Force participation rate (%)	47.5	69.2	25.9	51.3	71.6	31.5
Employment rate (%)	43.7	64.4	23.1	46.0	65.0	27.5
Unemployment rate (%)	7.9	7.0	10.6	10.3	9.2	12.6
Non-agricultural unemployment rate (%)	12.4	10.7	17.7	12.4	10.5	17.2

Resource: TURKSTAT, Labor force statistics – Total figures may not be exact due to the rounding of the numbers.

The informal sector in Turkey has emerged for reasons like decrease in the need for human labor in agriculture due to development of technology after the Industrial Revolution, and the use of modern methods in agriculture. The high inflation, which was experienced in Turkey in 1980, has down the real wages of paid-work employees. Despite this, rural population still has migrated to urban areas, in order to have more chance of income and better possibilities of social life which are provided in the cities, thus, most of these migrants in the cities were remained unemployed. The informal sector was developed in that period due to unemployment, which was emerged in connection with the situation where labor supply was exceeded demand for labor. In short, this population, which has migrated to the city and became unemployed, is an important potential for informal sector activities, where the informal sector was more preferred especially by female labor (ILO, 1991: 41).

Economic policies, adopted after 1980, revived the informal sector in Turkey. During that period, in order to reduce prices with the export-led growth model, labor costs are been reduced and wage flexibility are been achieved through outsource relations. The large enterprises, divided into small and medium-sized enterprises and by employing unregistered (informal) workers, benefited from cheap labor costs. Reducing labor costs

was achieved by running uninsured workers. Furthermore, in order to get rid of the high rates non-fair taxation system, these businesses were directed toward informal and unregistered activities. Informal sector reached high rates, which were preferred in Turkey due to reduce labor costs and avoidance both the taxes and insurance premiums (Sapancađı, 1995: 126-129).

The low potential of audit in Turkey has facilitated the further growth of the informal sector. The laws, relating to the labor market in Turkey, show large differences in terms of large and small businesses. Legal and institutional structures in Turkey are available to small businesses in order to go off the record. The main reasons that led off the record these businesses, a great difference between net wage and labor costs, as well as the failure of proper audit of the workplace. Informal work, done by tax evasion and low labor costs, leads to the current account deficit in the country's economy. In a national economy, the deductions, made from gross wages, shows the size of the informal sector. According to the study which was done in 1991 by Turkish Confederation of Employer Associations (TİSK), in terms of the size of the deductions, made from gross wages by the state, Turkey took second place after Denmark among 24 of OECD countries, and according to OECD data in 1989, this rate stood at 32% in Turkey, 12% on average in the OECD countries, and 16% on average in the EU (TİSK, 1992: 56-57).

The high size of tax rates in Turkey are derived from increase of employment and unregistered (informal) businesses. However, the state, by keeping tax rates high, albeit unintentionally, forces the labor force to informalization, where for example, the unregistered economy in Turkey in 2004 was in the amount of 230 061 961 workers, which was had the share of 53.4% of GDP. By examining the statistics, it is noteworthy that the tax evasion was reached its top level in 2001, where the share of the informal sector in GDP rose to 128% in that year (Altuđ, 1994: 59).

Overall, examining the sectoral distribution of the labor market in Turkey shows that, even though the service sector covers a large part of employment, there is existence of the informal sector which covers the small businesses and unregistered workers in the services in the large cities, as well as encountered particularly in urban areas and cannot be calculated statistically. The low level of wages of employees, as well as employment

which remains outside the legal and institutional arrangements, show the flexibility of the labor market in Turkey. By thinking about flexible work, the first that comes to mind is part-time work, where according to TUIK 2012 data, among part-time employees over 15 age, 1 596 million out of 1 782 million, i.e. 89.6% of women were unregistered workers (Atasaray, 1993: 6).

Working conditions and income in informal sector differ from each other. The informal sector, which considered as the solution to the problem of unemployment, employs workers who perform work where work security at low level, with low wages, and in dangerous and stressful conditions. Women, who constitute the majority of this employment, usually work with low income (Benach and Muntaner, 2007: 276).

Table 2.2

Mean Annual Income at Main Job by Employment Status in Turkey, 2006-2014

	Years (TL)								
	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total	8 754	10 005	10 922	11 967	12 558	14 159	15 157	17 255	19 051
Regular employee	9 069	10 308	11 471	13 014	13 707	14 904	15 928	18 110	19 772
Casual employee	3 289	4 241	4 511	4 437	4 960	5 420	5 861	6 322	7 667
Employer	20 403	25 411	26 846	27 236	26 522	33 465	35 680	39 632	44 587
Self employed	7 002	8 106	8 344	8 553	9 508	10 980	11 834	13 356	14 629
Male									
Total	9 297	10 616	11 542	12 614	13 202	14 899	15 962	18 125	20 074
Regular employee	9 268	10 529	11 770	13 409	14 080	15 355	16 478	18 709	20 470
Casual employee	3 782	4 837	5 071	4 994	5 730	6 168	6 669	7 187	8 610
Employer	20 864	26 279	27 450	27 977	27 363	33 917	35 671	39 679	45 402
Self employed	7 757	8 801	9 224	9 407	10 369	11 970	12 959	14 582	16 038
Female									
Total	6 453	7 470	8 400	9 446	10 034	11 355	12 363	14 350	15 681
Regular employee	8 262	9 490	10 422	11 732	12 470	13 488	14 328	16 444	17 838
Casual employee	1 875	2 263	2 496	2 446	2 472	2 652	3 126	3 272	4 052
Employer	15 476	14 501	19 765	17 821	16 956	27 123	35 781	39 033	34 960
Self employed	3 390	4 176	3 724	3 935	4 616	5 628	6 179	7 333	7 907

Resource: TURKSTAT, Income and Living Conditions Survey, 2006-2014

The Table 2.2 shows the mean annual income in the period of 2006-2014, where casual employers as well as self-employed (own account) workers, which refer to the workers in informal sector, get the lowest wages. Furthermore, there is very high gender wage gap, where women receive earnings two times lesser in comparison with men in 2014, and where according to TURSTAT statistics and Table 1.5, women's employment consists of 28.4% of unpaid family workers, 1.2% of casual workers, and 8.7% self-employed, who are among the poorest income groups, in non-agricultural sector.

Increasing of competition with globalization and technological developments after 1980 in Turkey, as well as adjusting of production of goods and services according to the demand, are innovations which have led to the replacement of the typical form of work, that is executing with a form of work like more workers for the least cost. Today, some atypical forms of employment, such as part-time work, home-based work and self-employment, are increasing in Turkey, where home-based work is one of the most common types of flexible employment. Specifically, this form of work has high rates among women, which keeping them away from assurance obtaining constant income and leads to labor exploitation, and where it increases the poverty line in Turkey (Toksöz, 2007: 51).

2.2.1 Home-Based Work in Turkey

The informal economy, where workplace and home usually are the same place, has to require the family's tolerance. If the participation of women in the labor market often includes the forms of informal employment, such as outside business and piecework, in developing countries, then in Turkey, the most common form is working at home. One of the distinguishing features of women in home-based work in Turkey is their invisibility, where in the statistics they are usually accounted as "housewife", "unemployed" or even as "not in labor force". Many women working at home do not see as workers themselves, where they consider housework as their real work. (DİSK, 2003: 20; ILO, 2005: 180-211).

Home-based work in Turkey plays an effective role in increasing women's employment, which according to the normal forms of work, is a flexible work, which has not a specific working hours and a regular wage. Those women, who do this kind of work, have opportunity to work at their own home, or the home of someone else. Working in own home can be carried out by those who are responsible for family members in need of care, or who would like doing the piecework jobs (Erdut, 2005: 35; Murat, 1996: 124).

The textile and clothing manufacturing sector is the most crowded sector, where 48% of women working at home are employed in manufacture of textiles and clothing products, as it shown in the Figure 2.1, where the highest increase among sectoral female employment in the period between 1995 and 2015 was in wholesale and retail trade which rose by 6% points. Among women working at home one third operates in some other form of home services (Özşuca and Toksöz, 2003: 9).



Figure 2.1 Sectoral Women's Employments by Change in Concentration Over Time, 1995–2015

Resource: ILO calculations based on ILO, Trends Econometric Models, July 2015.

Among the female home-based workers in Turkey, the majority of them consist of married women and women having children. The reason for that the distribution of gender roles in the social division of labor is compatible with home-based work and mutually complementary. Women can contribute to the family budget without leaving home, where due to flexible working time, provided by home-based work, they are not

faced work-family conflict. Working at home for women offers both obtaining income and culturally acceptable business opportunity. Since those women do production at their houses, they are able to combine work with family at the same place, thus, they can perform their work, while they carry out their daily home-based responsibilities, such as elder-, child-care and housework. Even though home-based work of women is a problematic area in terms of low-wage and unregistered employment on the one hand, then on the other hand, the compatibility of work and home which give opportunity for women to earn money is one of the supportive factors in their economic freedom and freedom of voice. Thus, although the home-based work contains the difficulties in women's life, their participation in the family budget let them having voting rights in family (Aktaş, 2013: 262-263).

Women in home-based work usually perform work brought by distributors or subcontractors, where they often operate under an employer and in many cases without knowing the real employer, or for which factory or "brand" they produce the goods. The majority of them are uninsured, those who are insured get insurance as housewife in many times, which is not employee insurance. In addition, they cannot benefit from employee's rights and rules to be complied by employers (DİSK, 2003: 17).

Home-based work always pushes women to social insecurity and exclusion, where it consists of production or work that operates in uninsured conditions as well as on behalf of an employer or on worker's behalf, and in the places such as at worker's home, garden, basement, and etc. Furthermore, because the insurance of domestic workers is not registered, their information cannot be found in the HLFS data sets, thus their income account cannot be implemented (Karadeniz, 2011: 85-94).

In 2002, among 18.5 million of the working population only 9.6 million were insured, and according to calculations are made in 2009 with TURKSTAT data, 318 078 (92%) women out of 344 549 of people working at home in Turkey are not registered in any social security institutions, compare to men working at home whose social insecurity rate is lower than 80.1% The high rate of uninsured and unregistered working population shows that the insurance system will not develop enough. The crisis in the insurance system causes distorted employment structure, where the social security system, which

is out of coverage of the informal sector, helps to the establishment of government and community based organizations and support mechanisms in Turkey. It is also shown in the Figure 2.2 for the year 2015, where although there are very large amount of pensions required by both retired and not retired workers which at 80% on average, it underlines the need for more adjustments and management in the social security institutions (DİE, 2002; Özşuca and Toksöz, 2003: 9-10).

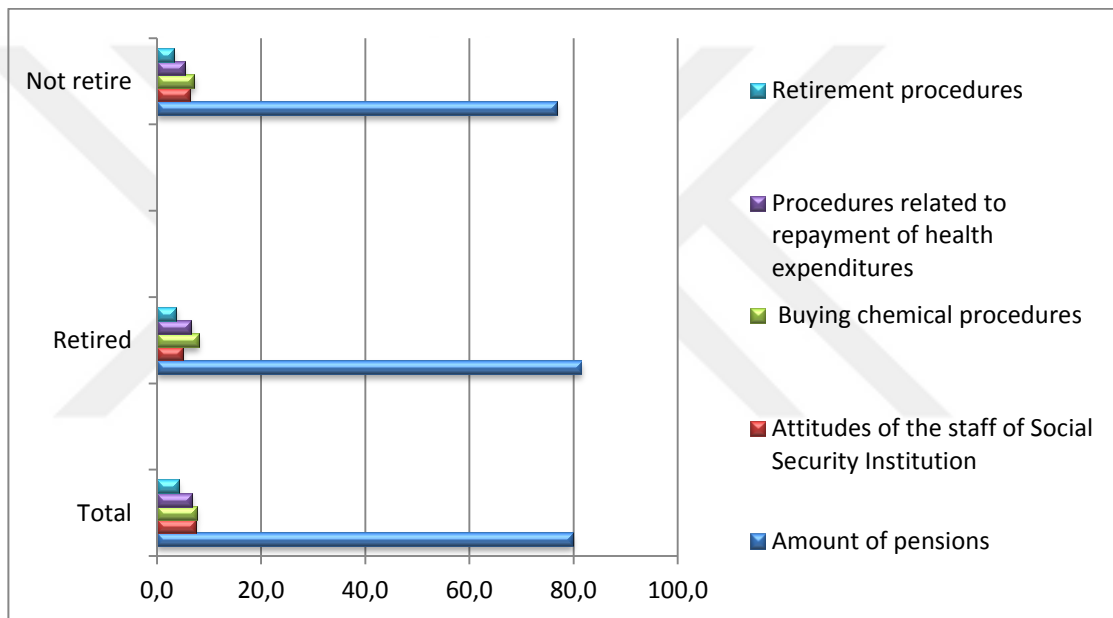


Figure 2.2 Services of Social Security Institutions Considered as Problem, 2015

Resource: TurkStat, Life Satisfaction Survey, 2015

Women, operating in working at home, introduce the product of a particular brand or sell it from home. Multinational companies are located in Turkey, sell their products through the women working at home, where those women sell these products, by introducing a certain brands at home meetings (tea time) between groups of friends in their social environment and where they set up an internal market. Thus, women who work at home are no longer forced to choose between home and work, because in this type of employment there are no space constraints. Here, women work as sales representatives, uninsured and under flexible working conditions. By exploring the field

of informal sector, i.e. A-type work, this study includes the direct selling companies, which offering the opportunities of working at home. Direct selling method, that was proven itself as a practical buying method for millions consumers all over the world, where on the one hand, provides a secure job opportunities for vendors, and on the other hand, offers quality, practical and personal service to consumers. In direct selling method, the consumer can get many needs at any time and in any place, as well as can deliver the products and services with exactly explained of every aspect of it. Convenience, security, time saving, and personal service are the reasons for the preference of the direct selling method. Today, there are approximately 40 million direct sellers in 77 countries (Karadeniz, 2011: 119-125).

Here, the 5-direct selling companies are taken under the observation in this survey, carried out in Istanbul, which are Avon, Amway, Oriflame, Herbalife and Tupperware. The following information was obtained in general about each of these brands.

2.3 Brands

2.3.1 Avon

Avon has been placed in the cosmetics industry in 1886, by David H. McConnell in the California Perfume Company. With \$ 10 billion of annual revenues, Avon is a strong direct selling company. Today, 130-year-Avon operates in more than 100 countries and has over 300 million customers, where it works with more than 6 million representatives. The future of Avon is based on the principle "trust, respect, belief, humility and honesty" (Wikipedia, https://en.wikipedia.org/wiki/Avon_Products).

Avon, which based in New York and Shanghai cities, has more than 350 scientists and researchers in its R&D office centers, where it combines the beauty with science and develops more high-tech and quality products. Among its products, Avon has many famous brands like Avon Color, ANEW, Skin-So-Soft, and Advance Techniques with their makeup, perfumes, skin care, beauty, fashion and home products. By examining

Avon's production, that also shown in the Table 2.3 of different categories products in 2013, it is seen that there is no change in the production subdivision.²

Table 2.3

The Percentage of Net Sales of Avon by Product Category for The Years Ended December 31

	2014	2013	2012
Beauty	73%	73%	73%
Fashion& Home	27%	27%	27%

Resource: Avon Annual Report 2014

The most important feature of Avon, that makes it different from the other brands, is the business model which based on women's empowerment and their active role, taken in employment. Its aim is to be a company which understands and provides personal needs, product needs and service expectations for women in the best way, around the world. Its brand slogan “women's work for women”, by which Avon shows the importance it gives to women's employment (McCoy, 2015: 4-50)

In Turkey, Avon began to operate in partnership with Eczacıbaşı, in 1993. After a remarkable growth in 2003, Avon bought the shares of Eczacı Group, and began to operate as a 100% Avon Company. Avon, which operates for 20 years and headquarters in Istanbul, offers its products and services to the Turkish women with 500 employees, and with strong corporate citizenship, approaches to women's and society's problems with approximate sensitivity, where it is referred to be as the most intimate cosmetic brands in Turkey (<http://avonsaticisiolurmusun.tr.gg/Avon-h-un-Kurulu%26%23351%3>)

Avon occupies an important place among preferences of the cosmetics choices of Turkish women. The fastest growth in the world of Avon, Turkey is located among three countries inside the WEMEA region, which composed of Western Europe, the Middle East and African countries. Since the year 2000, it is still by far the market leader in the

² Product Categories: Both of product categories individually account for 10% or more of consolidated net sales in 2014.

direct selling industry. More than 10 Avon's lipsticks are sold in minutes in Turkey, where Avon products are delivered to customers only through direct selling system. Even if these products are sold at places such as stores, shops and shopping centers, these sales are made only by representatives, engaged in this business (sales) (Avon WEMEA, <http://www.datzoom.com/us/company/avon-wemea-western-europe-middle-east-and-africa>).

To become a representative in Avon sales or customer service, there is a condition of being over 18 years. Those, who above age of 18, can apply to become a representative by filling out the form from Avon's official website or by calling the phone number of other representatives. However, those, who apply online, need to pay with credit cards only. Avon customer representatives have to complete training and certification required by Avon, to be prudent, to avoid even the image of the inappropriate behavior, and should fulfill their responsibilities and obligations in issues, such as examining the instructions in order to take right decision about asked questions (Avon, <https://kozmetik.avon.com.tr/temsilci-basvurusu>).

In the case, where representatives in Avon are inactive throughout their first year (do not sell or order), their representation is canceled automatically by the system, but these people are able to re-apply. Furthermore, there is no requirement or binding direction. Income, earned in the Avon, is dependent on sales representatives and the success of the company policy. The Table 2.4 shows the Avon's sales rate in the world, as well as total earnings and loss ratios in 2012- 2013:

Table 2.4

Avon in The Years Ended 2013 December 31

	2013	2012
Total revenue	\$ 54.5	\$ 155.7
Operating loss	(81.0)	(210.2)

Resource: Avon Annual Report 2014

Income, earned in Avon by sales representatives, depends on sales they make, so, the more sales are made, the more income is obtained. Gain calculation method varies according to product groups. While the gain rate of some products is 15%, in other products it can increase to 25%, thus, while the gain at 25% in perfume, makeup, skin, hair, and personal care in Avon products, then fashion, clothing, watches, jewelry, accessories and home products only at 15%. Furthermore, there are also gifts and promotions given to Avon's sales representatives, which raise the business motivations. According to the March 2016 campaign, a new representative, who has ordered Avon products in its first amount of 125 TL throughout the campaign, gains Avon True Color Perfectly Matte Lipstick, and those, who have ordered in the amount of 200 TL and above, can get Perfectly Matte Lipstick and Imari Women Perfume. Moreover, in another campaign, for the first order in the amount of \$ 1,000 and above, there is gift of Arçelik Telve which worth \$ 300 (<http://www.satistemsilcileri.com>).

Avon sales representatives are grouped according to their sales, where representatives, whose annual sales under the amount of 1000 TL, are called **classic**, and where they get some special gifts in campaigns. Also Classic representatives, with sales in the amount of 125 TL, gain SuperShock Mascara. Furthermore, representatives, with annual sales in the amount between 1000-2500 TL, are named **classic plus**. Again in some campaigns they also get some special gifts, for example, with sales in amount of 200 TL, they gain SuperShock Mascara and True Color Eyeshadow Duo Mascara (<http://www.satistemsilcileri.com/avon-temsilci-seviyeleri>).

For all members with sales of 450 TL and above, there is the campaign, where they have gifts such as Supershock Mascara + True Color Eyeshadow Duo + Summer White Female Perfume. Also, those with sales of 750 TL and above, in accordance with the principles of the elections, receive King Egg Cooker, or 25 TL worth AvonMoney, as well as being allowed to receive products from a site called Hepsiburada.com (www.hepsiburada.com).

Furthermore, the group, with sales of 2500 - 7000 TL, gets the **Avon club** membership and more than 7000 TL, the **elite club** membership. The Elite Club has its own groups. Those with annual sales of 7000 TL and above can only be members of the Elite Club,

where this membership, in itself, also has its own groups. Bronze is the lowest group, where the annual sales have to be in the amount of 12,500 TL and above. However, in 2016, these limits were slightly increased (Avon, <http://www.satistemsilcileri.com/avon-club>).

Bronze (12,500 TL)

To become a Bronze member, which is the lowest group in the Elite Club, this person has to make sales of 12,500 TL and above. When this level is reached, he/she earns 200 TL of AvonMoney as a present in the end of the year, in the same way, the sample product and sample of certain products can also be utilized as a gift in some specific campaigns.

Silver (18,000TL)

Those, who exceeded Bronze membership, are becoming Silver members with limit of 18000 TL, where they have 200 + 200 AvonMoney, an award for reaching this stage. Likewise, as in the other groups, the product sample, samples and catalog can also be used as a present in certain campaigns.

Gold (25,000TL)

Representatives, who achieved the annual sales of 25,000 TL and above, are also reached the gold level. This campaign has a sample product and sample gifts as well, and they get the annual prize of AvonMoney, which worth 800 TL.

Platinum (50,000TL)

Platinum is the highest level, which is obtained several opportunities. Among the gifts of this campaign, those, who reach the highest level of sales at the end of year, are rewarded with car gift, or with overseas holiday, as well as they also receive AvonMoney of 2000 TL worth (Avon, <http://www.satistemsilcileri.com/avon-elite-club>).

While ordering in Avon, there are no shipping costs for all members of **Elite Club**, if their orders amount for 110 TL and above. However, other representatives, who are not members of Elite Club, must pay shipping charge of 3 TL in orders between 110-300 TL. When the order limit of the new representatives is reached, which is between 400-600 TL, the new orders cannot be given without payment, where the Elite Club members are exempted from this limit.

Avon, in order to increase its sales, is committed to training its employees. It is planned annually according to the training of employees, whose results are obtained from the Performance Evaluation Process, and employees' career plans. Furthermore, Avon, by supporting personal development of its employees, provides rapid development of opportunities for people with potential.

Avon's Performance Management Process (PMP), at the beginning of each year, tries to align employee objectives with corporate goals and to make a development plan, a set for that year which begins with 'Planning' stage. In the mid-year, it continues with a "Mid-Term Review" meeting, where in respect of objectives in business and competencies, the necessary updates and the review of proceeding are being made. Annual Performance Management Cycle ends with 'End of Year Evaluation ". Coaching, mentoring, training and other development activities are always continuous in the process, where the trainings and seminars vary according to the performance ratings. Avon Turkey's education and development tools can be classified as follows:

- "Being an Avon employee" program
- Basic competency training (domestic)
- Basic leadership training (domestic)
- Advanced leadership training (domestic or foreign)
- Accelerated development programs (domestic or foreign)
- Individual coaching / group coaching study (domestic)
- Development centre studies (domestic)
- Functional training (domestic or foreign)
- The job training (domestic)
- Overseas orientation programs and commissions

- Foreign language education (domestic or foreign)
- Computer training (domestic)

Avon provides opportunities for all employees to benefit from training and development activities without any prejudices and in the scope of the development of performance management system. To achieve this goal, there are trainings which are organized inside or outside of organizations, tools that are available for public use such as a library, and guidance to all managers and employees. Leveraging the advantage of being an international brand, Avon offers professional development and career opportunities to its current employees. In this context, conducted domestic and international projects and programs offer trainings and leadership development seminars on various topics. The result of contributions and good performance made by employees is rewarded with overseas training programs and other campaigns. One of the most important points in the culture of Avon is the appreciation for the success. With its education, internet, catalog and sophisticated range of products, Avon has the capacity to serve more customers today and in the future (www.kozmetik.avon.com.tr).

2.3.2 Oriflame

Oriflame is a cosmetics company that makes direct sales in more than 60 countries, and which was founded in Sweden by Jonas af Jochnick and Robert af Jochnick brothers in 1967. Oriflame's annual turnover is around € 1.5 billion. The company, with headquarter offices in Luxembourg and Switzerland, has nearly 3 millions of sales representatives worldwide and 7,500 employees in its structure in 2013, as it shown in the Table 2.5 (<http://tr.oriflame.com/about/our-story>).

Table 2.5

Number of Employees (FTE) by Region and Division (December 2013)

Region/Division	2013 (Dec)	In percentage
CIS &Baltics	2,204.4	30%
WEMEA	1,270.0	17%
Latin America	531.5	7%
Asia	1,277.1	17%
Manufacturing Division	739.5	10%
Corporate	1,344.0	18%

Resource: Oriflame Personal Statistic, 2013.

Oriflame's mission is based on the principle of togetherness, spirit and passion. Its products are grouped under seven headlines, which are skin care, makeup, fragrances, personal care, hair, accessories and food supplements. Even though it was only a Swedish cosmetics company at the beginning, 2016 Oriflame has operated for 49 years in the world and 24 years in Turkey, and it is a company which was launched multi-level marketing for the first time in Turkey (Wikipedia, <https://tr.wikipedia.org/wiki/Oriflame>).

From the beginning, Oriflame aims to catch its mission that to turn dreams into reality, where all social responsibility projects continue to develop in this direction nowadays. In society, one of Oriflame's purposes is support the needy and vulnerable children and young women, and transformation their dreams into reality. The basic principle of Oriflame is support personal development and contribution to society. World Childhood Foundation, which was founded jointly by the Swedish Queen Silvia and Af Jochnick's Oriflame Foundation in 1999, has a mission to help needy children all over the world. This important fund, which has 120 assistance projects in 16 countries, has become a light of hope to needy children, and which today continues to operate by Princess Madeline, the daughter of the Swedish Queen Silvia (https://en.wikipedia.org/wiki/World_Childhood_Foundation).

Oriflame Turkey attaches great importance to education where it has done significant work with TEGV. Within 5 years, Oriflame has supported the Education Volunteers Foundation of Turkey (TEGV). TEGV is an organization, which has a mission aims to bring up our primary school-age children, by creation and implementation of educational

programs and activities that depending on the fundamental principles and values of our republic, to be rational, discreet, self-aware, thinking, questioning, revealing their inner creativity, peaceful, respectful for different thoughts and beliefs, as well as to become individuals who respect people regardless of their human differences such as gender, race, religion, and language. Oriflame Turkey shares the same mission as TEGV, where children acquire different skills, creates active learning environments, discovering themselves and their capabilities, and where Oriflame Turkey supports them in terms of getting well-rounded education as well (Oriflame, <http://tr.oriflame.com/about/social-causes>).

Oriflame, which carries the responsibility of being an international brand, also offers education at a global level to its representatives, where there are various educational programs and seminars that contribute to their development. Furthermore, there is e-education on the web site for the consultants, where they can get the information, given visually on skincare and makeup for 40 minutes. Oriflame offers the opportunity for its employees to meet new people, make new friendships, moreover, promotes personal and professional growth of its employees through meetings, trainings, seminars, as well as participation in the international travels and high-level events (www.oriflame.com.tr).

Oriflame offers such work opportunities which contribute to the development of people and help to discover their ability, as well as gain their confidence, where Oriflame provides both personal and financial gain to its members. To become an Oriflame sales representative, this person has to be at least 18 years of age, and the application must be made through the Internet. Completed application form can be sent through web addresses, via the Internet. Once a person becomes a member of Oriflame, free product catalog comes to its home address, where the registration fee, which is 15 TL, has to be paid with the first order. Sales representatives have to pay shipping fee, where the registration will not be erased for a year, even though members do not have order (<http://tr.oriflame.com/business-opportunity>).

There are different forms of orders in the Oriflame payment:

Order instant payment: a single payment or in installments with credit card of applicator.

Bank payment: payment through negotiated bank offices, Internet sites, from ATMs (with card or without card) or by direct debit order.

Other payment options: payment through the post office branches.

Payment by credit card: order by credit card, which has options such as instant single payment, or 4 installment payments without commissions, with some contracted credit cards:

1. Maturity expired and interest accrued debts, with a single payment and no commissions, and
2. Unexpired debts, with a single payment and 1.5% of commission, can be paid online through the web address (Oriflame, <http://uk.oriflame.com/customer-service>).

In the context of Oriflame campaigns, if the supervisors order the products for 2 months in the amount determined by Oriflame, then they have opportunity to sample the reliable products of Oriflame at very reasonable prices every month. Under the Welcome Program, the product can be received a discount at 30% of the catalog price, by the new members of Oriflame. Furthermore, the members of Oriflame may obtain earnings not only by making sales, but also by involving new members in the company. For example, if Oriflame sales representative involves a new member in the company, who has 100 points of its product order, and if this sales representative also has 100 points collected from friends, neighbors and other people from his environment, gets totally 200 points of products order, which amount around 7-8 TL. In addition, for the performance of the work, the company also gives 30% of sales income, where the total profit rises to $7 + 30 = 37$ TL, and “Welcome” gift products with the value of 5 TL, in that month. In short, while the new records, getting involved into Oriflame team, the earnings and job titles increasing and reaching to the new levels. Those titles are:

Team leader: A title which is acquired by sales representatives (distributors), who have 1,200 points of products order that provide a discount of 9% for their performance and 30% of profit on sales. Here, the team leader is the head of the small teams, and a person who assists them in the sales.

Top consultant: A title which is acquired by sales representatives, who have 10,000 points of products order that provide a discount of 21% for their performance and 30% return on sales. Top Consultant is advisor who guides the team leaders.

Director: A title which is acquired by sales representatives, who get 10,000 points of products order consistently in a year or with intervals in 6 months, who are also received a prize of \$ 1,000, as well as a discount of 21% for their performance and 30% return on sales. Director is a person to whom top consultants apply for the information.

Gold director: A title which is acquired by sales representatives, who have 2 directors are appointed among members groups connected to these sales representatives, and where they are awarded by \$ 2,000, in that month. Moreover, they receive performance discount, where they earn a bonus and 30% return on sales. Gold director is a top director who consults the directors and who takes the biggest responsibility in his member groups. In addition, the members in gold director level gain the highest earnings, compared to the other levels (Oriflame, <http://corporate.oriflame.com/career/Proposal--Functions--roles/A-career-within-Sales>).

2.3.3 Tupperware

Tupperware was founded by Earl Tupper in 1946, and today, with a turnover of over \$ 2 billion, which is shown in the Table 2.6, it is one of the world's largest direct sales companies, which was established toward the kitchen tools and appliances. The center of the company, which is located in Orlando, USA, has 7,000 employees only in the central offices worldwide. In over 100 countries, with the "House Party" system, more than 2 million consultants introduce Tupperware products, their features and design

differences, which are the most widely used products in the world (Wikipedia, <https://en.wikipedia.org/wiki/Tupperware>)

Table 2.6

Tupperware Brands Income Statement, (Mar 15, 2016)

(B= Billion \$)	2015	2014	2013	2012	2011	2010
Tupperware Brands Net Sales or Revenues	2.28B	2.61B	2.67B	2.58B	2.59B	2.3B

Resource: Tupperware annual income statement.

Tupperware products are appreciated in all over the world. Tupperware is displayed itself in all areas, up to the quality of products and raw materials used to the technology. Today, these products are exhibited in museums and art galleries. Tupperware products have been awarded many times by the famous design agencies, also its products have won many awards for ease of use in the design competition, such as the Reddot, IF and Good Design, which are of great importance in the world. Furthermore, at the international competition "FocusGreen", which held in 2008, it appreciated with its eco-friendly, reliable and recyclable products. Tupperware has taken its place in the kitchen of Turkey in 1996 (Tupperware, <http://www.tupperware.com.tr/hakkimizda/tupperware-turkey>).

Today, Tupperware not only produces the solutions for healthy food storage, preparation, cooking and heating in the microwave, and cooking in the oven and on the stove, but even meets the consumer with service products to be able to prepare the stylish from each other tables. Tupperware's purpose is to facilitate people's lives, and to work on the design and production of each specific product. Tupperware's most important objective is that while to store food in the healthiest and freshest ways for the consumers, to enable them to save time and budget (<http://www.dsef.org/about-us/missionoverview>).

Another goal of Tupperware is to educate women and their families in each country in the world, as well as to shed light on their life and to appreciate their achievements.

According to Tupperware CEO Rick Goings, the female labor force in the company is growing every day, where there are 2.6 million women in China, the CIS, Indonesia, South Africa and Latin America nowadays. In recent years, thousands of women provide a significant contribution to their family budget, as a Tupperware consultant, group leader and distributor. Tupperware is seen as a career opportunity and is evaluated by successful business women (Goudreau, 2011).

Those with age of 18 and above may become a member, with a title of Tupperware Consultant. Tupperware membership is made via the internet or via telephone, where after that, a member receives a kit bag within a week, which has a fee of 100 TL with the payment period for a month. For activation of the membership, the product has to be ordered in the amount of 250 TL, which has been paid at once and for a month. Product orders are carried out only by one distributor. In the case of inability to receive order within 1 month, or the withdrawal from membership, the kit bag should be returned. After giving the first order, if an order will not be entered within 12 weeks, this person will be excluded from the membership. The earnings ratio of Tupperware is 20% of every sale (<http://www.wikihow.com/Become-a-Tupperware-Sales-Consultant>).

Tupperware consultant should be able to provide information on all matters relating to Tupperware products, kitchen design and nutrition, and to reach to this level, members may benefit from provided free trainings. These consultants, by adding a new member in their groups, may rise to the level of **group Leader**, and can also earn additional income and be able to lead a group. The next rank of the group leader is **executive group leader** and then **distributor**. Group leaders get necessary advice and information from distributors (Tupperware, <http://www.tupperware.com.tr/kariyer/kariyer-firsatlari/grup-lideri>).

Tupperware Consultant may get the necessary training from Distributors and Group Leader, where he/she also has opportunity to benefit from their experience. Consultants continue free education, which is provided by Tupperware, throughout their careers in the company. In addition, the gifts and trips, organized for consultants, constitute a separate sales motivation. Throughout the Tupperware career, it provides its members with a variety of promotions and giveaways. Members can get the opportunity to

participate in domestic and foreign trips, as well as the opportunity to see new places (www.tupperware.com.tr).

2.3.4 Amway

Amway was founded in 1959 by Rich De Vos and Jay Van Andel. In 2014, the total turnover of the company was amounted as \$ 10.8 billion. Today, Amway operates in more than 100 countries and regions in the world, and maintains 65 laboratories, over 900 scientists, engineers and technical staff. Amway is based on principles such as freedom, family, hope and reward (<https://tr.wikipedia.org/wiki/Amway>).

Amway products consist of home care and cleaning products (laundry cleaning products, household cleaning products, car care products and kitchen care products), home technology products (eSpring water treatment systems, iCook cookware and knife sets), personal care products (body, hair, mouth care products and solar products), which are grouped under headings such as ARTISTRY™, beautycycle™ (skin care and color cosmetics), and NUTRILITE™ (dietary supplements and vigorous life) (Amway Global Business Opportunity, 2009, <http://www.bww.com/Downloads/agbob-english>).

Amway, which began to operate in 1994 in Turkey, is now one of the leading direct sales companies in Turkey, with 78 million dollars of revenue from sales in 2008. Turkey Amway is one of the 55 affiliates of Amway Corporation across the world, where it sells its various products, used in various fields, with more than 300,000 Business Owners across the country. Nowadays, among Amway Business Owners, 80% is composed of women. In addition, the prizes, in premiums and cash payments, paid to Amway Business Owners in 2011 were more than in any other direct selling companies in the world (Wikipedia, <https://tr.wikipedia.org/wiki/Amway>).

Amway initiates implementation of the JUNIOR ACHIEVEMENT (Genç Başarı) program in Turkey, which has been designed to help prepare the children of school age to the business world. In addition, since May 2013, Amway Turkey continues to support

the volleyball sport in Turkish Volleyball Federation as the National Team Supply Sponsor (Amway, <http://www.amwayinsider.com/tag/junior-achievement>).

To become an Amway member, it must be over 18 years old. Membership is accomplished by filling the application form through the websites. Amway membership is canceled, if the order is not made within 1 year, however, these persons have the rights to become a member again. As in every networking business, one must find an Amway member and must register through that member's name, where this Amway member is called the sponsor, and where finding sponsors has no limit on the basis of the country and overseas.

Amway has 3 types of earnings style:

1 – Becoming a member and getting the entry price: The entry price and selling price of the products differ from each other. The company's profit margin is added in sales, however, this ratio is not counted for the members.

2 – Recommendations of the products used, make order and money: By introduction of the products in the home, during tea times and in mass media, make orders and obtain profits from each order.

3 – Creation of an organization: Increase in the number of members and groups of a person in Amway, provides this person with profit (<http://www.finance-guy.net/streetonomic/money-with-amway>).

Amway provides a special advantage to the first member. It is possible to get an additional discount of 10%, if the initial order of the product has 100 points, and an additional discount of 20%, if it has 200 points. The Amway profit is 30% of the products sold. AIBOs consist of people from every profession and from every social status. While many members just try to earn a little additional income at the beginning, some of them may receive very high income. Amway Sales and Marketing Plan based on over 50 years of success. Since 1959, Amway has paid more than \$ 36 billion as premiums and incentives to its AIBOs,³ which increase in many times in 2015,

³ 2006 research, conducted by Euromonitor Consultancy

according to the Table 2.7. Moreover, it does not include retail profit margins, which they have earned from the products they have sold. Revenue is realized in two ways:

1. Retail Profits: IBOs, by getting the Amway products at wholesale price and by selling them at a higher price to the customers, can earn retail profit margins. Suggested retail profit margin is usually between 30% - 35%, although it may change.
2. Premiums: IBOs can earn bonuses, depending on the personal amount of the products they have sold and on the number of products sold by those people, whom they have led to this work (i.e. members in their groups) (Business Reference Guide, 2015, amway.com/support/ordering-product-support/rules-of-conduct).

Table 2.7

AIBOs Badge Levels

	Average Premiums €	Monthly	Average Premiums €	Annual	Highest Premium €	Annual
Star Platinum	1,703		20,435		82,958	
Star Emerald	5,740		68,874		135,541	
Star Diamond	17,374		208,488		255,252	

Resource: The Business Reference Guide in current as of march 2015; Amway.com/support/ordering-product-support/rules-of-conduct.

However, these premiums cannot explain the AIBOs' net profit, because retail profit margins and the costs, incurred in setting up the Amway business, are not included. Dedication to a successful business Amway also has an important place. (Interim Financial Report, 2012)

In addition, there are ranks of the Amway ABOs:

Silver: can be earned in three ways: 1) create 10,000 PV of Appreciation Volume in a month, 2) become a Personal or Foster sponsor of 21% of one branch and obtain 4,000

PV of Award Volume during that month, or 3) become a Personal or Foster sponsor of one or more branches in any month.

Gold: Gold Badge level is given as an incentive to an IBO, who has reached the Silver Badge level in any three-month of the past 12 months. To restore the competence of Gold Badge, competence should be obtained in any three months in the fiscal year.

Platinum: Those, who have protected the Silver IBO level for six months out of last twelve months, are encouraged by Amway Platinum Badge. To restore the competence of Platinum Badge, competence should be obtained in six months in the fiscal year.

Ruby: Silver or Gold IBOs who did not reach the 21% for the month, including Pass-up Volume, except of those who have not qualified the Bottom row Platinum and who at the bottom row of 21% Performance Bonus level, but those who perform 20,000 PV of incentive volume within a month, get a Ruby Badge. This volume is called "Ruby Business Volume". Premiums can be earned by a qualified IBO, but for getting a badge this person has to be Platinum.

Star platinum: ABOs, who protect the Silver Business Ownership for the entire 12 months of the Amway fiscal year, will be reached the Star Platinum level.

Star ruby: Platinum IBOs, who remain constantly at Ruby level during 12 months of the fiscal year, are eligible to become Star Ruby AIBOs.

Pearly: Pearl badges are given to AIBOs, who are Personal Sponsors and Chairman or International Sponsors in the same month, and who have qualified in the 21% Performance Bonus Percentage Level and also the Platinum level. Premiums can be earned by qualified IBO, but for getting a badge this person has to be Platinum.

Sapphira: Platinum AIBO, who maintains its 15% Incentive Volume for six months of a financial year, is either Personal Sponsor or both of branches of Personal and Chairman Sponsors, and who also has qualified in the 21% Performance Bonus Percentage Level, is awarded by Sapphire Badge.

Star sapphira: A Platinum AIBO, who performs Sapphire qualification for the entire 12 months of a financial year, will get a Star Sapphire badge.

Emerald: An AIBO, who is a sponsor in all three branches that Personal, Deputy or International Sponsor, and who has qualified in the 21% Performance Bonus Percentage Level for six months of the same financial year, is awarded by Emerald Badge.

Star emerald: An IBO, who has three or more branches of the 21% Performance Bonus Percentage Level and who has qualified in each of these branches for 12 months in the fiscal year, receives Star Emerald badge.

Diamond: An IBO, who is Personal, Deputy or International Sponsor in six branches, and has qualified in the 21% Performance Bonus Percentage Level for the six months of the fiscal year, is given by Diamond Badge.

Star diamond: AIBOs, who have six or more branches, and who have qualified in the 21% Performance Bonus Percentage Level in each of these branches, over 12 months in fiscal year, are awarded by Star Diamond Badge. The qualification of Star Diamond also can be accessed through receiving 8 points of the Founder Success Award.

Executive diamond: IBOs, who are Personal, Deputy or International Sponsors in nine branches, and who have qualified in the 21% Performance Bonus Percentage Level in each of these branches during 12 months in the same fiscal year, are awarded by Star Diamond Badge. The qualification of Executive Diamond also can be accessed through receiving 10 points of the Founder Success Award.

Executive star diamond: IBOs, who have qualified in the 21% Performance Bonus Percentage Level in nine or more branches during 12 months in the fiscal year, are awarded by Executive Star Diamond Badge. The qualification of Executive Star Diamond also can be accessed through receiving 12 points of the Founder Success Award (FSA).

Double diamond: AIBOs, who are Personal, Deputy or International Sponsors in twelve branches, and who have received qualification in the 21% Performance Bonus Percentage Level in each of these branches during 12 months in the same fiscal year, are

awarded by Double Diamond Badge. The qualification of Double Diamond also can be accessed through receiving 14 points of the FSA.

Double star diamond: AIBOs, who have received qualification in the 21% Performance Bonus Percentage Level in twelve or more branches during 12 months in the fiscal year, are awarded by Double Star Diamond Badge. The qualification of Double Star Diamond also can be accessed through receiving 16 points of the FSA.

Triple diamond: AIBOs, who are Personal, Deputy or International Sponsors in fifteen branches, and who have qualified in the 21% Performance Bonus Percentage Level in these branches for 12 months in the same fiscal year, are awarded by Triple Diamond Badge. The qualification of Triple Diamond also can be accessed through receiving 18 points of the FSA.

Triple star diamond: IBOs, who have qualified in the 21% Performance Bonus Percentage Level in fifteen or more branches for 12 months in the fiscal year, are awarded by Triple Star Diamond Badge. The qualification of Triple Star Diamond also can be accessed through receiving 20 points of the FSA.

Crown: AIBOs, who are Personal, Deputy or International Sponsors in eighteen branches, and who have received qualification in the 21% Performance Bonus Percentage Level in these branches for 12 months in the same fiscal year, are awarded by Crown Badge. The qualification of Crown also can be accessed through receiving 22 points of the FSA.

Crown star: AIBOs, who have qualified in the 21% Performance Bonus Percentage Level in eighteen or more branches for 12 months in the fiscal year, are awarded by Crown Star Badge. The qualification of Crown Star also can be accessed through receiving 25 points of the FSA.

Crown ambassador: IBOs, who are Personal, Deputy or International Sponsors in twelve branches, and who have received qualification in the 21% Performance Bonus Percentage Level in these branches for 12 months in the same fiscal year, are awarded

by Crown Ambassador Badge. The qualification of Crown Ambassador also can be accessed through receiving 27 points of the FSA.

Crown ambassador star: AIBOs, who have qualified in the 21% Performance Bonus Percentage Level in twelve or more branches for 12 months in the fiscal year, are awarded by Crown Ambassador Star Badge. The qualification of Crown Ambassador Star also can be accessed through receiving 30 points of the FSA (Business Reference Guide, 2015, amway.com/support/ordering-product-support/rules-of-conduct).

Since 2009, Amway has offered the most flexible training options to the Independent Business Owners in 26 languages, where they learn through online training programs. By link "Amway Academy", users can enter into e-learning section, where they can watch the online training for free and whenever they want (<http://www.finance-guy.net/streetonomic/money-with-amway>).

Online training programs:

- Beauty (against aging effective skin care?)
- Health (Bodykey by NUTRIWAY Weight Control Program)
- Home Care
- Basic Business Information
- E-spring and iCook

Except online training, Amway also makes it possible products training, which are held in the different cities. Since 2009, Amway Academy is a member of ECLF - European Corporate Learning Forum. Organized by Amway the overseas and domestic training programs and seminars have enabled AIBOs to receive quality education and to improve themselves (www.amway.com.tr).

2.3.5 Herbalife

Herbalife International was founded in 1980 by Mark R. Hughes in the USA, and currently it operates in 93 countries. Its shares are traded in New York Stock Exchange

(NYSE), and the company has the honor of being as one of the largest direct selling companies in the world. Herbalife International, with over 30 years of experience, among of varieties of its products, realizes the sale of products of weight control, supplementary foods and personal care worldwide, and there are products such as food supplements, sports nutrition and non-nutrition products (skin care) (Wikipedia, <https://tr.wikipedia.org/wiki/Herbalife>).

Herbalife has directed itself to science and development. The founder, Mark Hughes has aimed to carry out researches in Cellular and Molecular Nutrition Laboratory, in order to invent healthy food for the society. Thus, in order to use the most advanced R&D technology in the field of Human Nutrition, Mark Hughes established Cellular and Molecular Nutrition Laboratory in UCLA, in 2003 (<https://the.nutritional.way.wordpress.com/tag/cellular-molecular-nutrition-lab-at-ucla>).

Moreover, in order to support its goal of becoming the world's best nutrition company, Herbalife develops itself every day by including the consultants in its Nutrition Advisory Board, who are leaders in the field of health and nutrition. Herbalife consultants are respected scientists, who are experts in nutrition, physical activity and healthy lifestyle fields, where the most specialists were included by Prof. David Heber (PhD) during his presidency of Nutrition Advisory Board (Herbalife, <http://company.herbalife.com/nab/david-heber>).

All consultations and training, needed to Herbalife members, are provided by the company. Furthermore, all information, needed for the business, can be learned from personal Herbalife Consultants (sponsors). Herbalife education is being developed by corporative trainings and certification programs (digital marketing communications programs, social media specialist certificate programs), organized by institution, and domestic and foreign training programs and seminars educate their members and reach wider audiences (www.herbalife.com.tr).

Today, Herbalife is placed among the world leader companies. Since 1998, it has operated in Turkey, with direct selling method. Herbalife is intended to help improve the quality of life of people with its sales network and products in all countries where it is

located. Its employees and distributors work to change people's lives, which has a strong noticeable effect by helping people. Herbalife International Ürünleri Ticaret Ltd. Sti. is a company, which makes the importation of Herbalife products into Turkey. The company is a member of Direct Selling Association of Turkey and the BesDesDer, which is Representative of IADSA in Turkey (Herbalife, <http://sirket.herbalife.com.tr/turkiye'de-herbalife>).

To become a member of Herbalife, the person has to be attained the age of 18, and must purchase the Herbalife Member Pack from the Herbalife Member. This Member Pack includes all the necessary materials for sale and a Membership Application Form. The filled application form must be mailed to the center, to the address specified in the form. There is no minimum order requirement, and moreover, the cost of Herbalife Member Pack is low. To start the Herbalife membership and to have success, there is no obligation to purchase any business tool. If for some reason the membership will canceled, the package has a money back guarantee within 90 days, and for the products, which have been sold in the last 12-month period, are guaranteed 100% refund (Herbalife, <http://isfirsati.herbalife.com.tr/nasil-uye-olunur>).

According to Herbalife's statement, 73% of distributors in the US do not expect any revenue from their jobs and they are registered only to be able to buy Herbalife products at wholesale price. According to the field survey in 2012, 71% of Herbalife members did not register anyone to Herbalife membership during their working lives, and did not have a particular expectation of earnings, only about 29% of people have expectations of a gain and job opportunity in the company. However, 194 of Herbalife Distributors in the United States, achieved premium income over \$ 250,000 in the same year. The members in a group received the annual premiums in the amount of 724,000 dollars per person on average, but they constitute a group only of 0.2%, which includes members who have the sub-teams. During that period, 452 people (0.5%) gained between 100,000-250,000 dollars. However, 39,151 people (48%), who are distributors in the sub-teams, gained under \$ 1,000 a year. The average annual premium income of this group is 292 dollars per person. While another group of 31% was been included in sub-

teams, small or large, never won a premium (Herbalife, 2013, Annual Report, Form 10-K, <http://ir.herbalife.com/secfiling.cfm?filingID=1193125-13-65327>).

The forms of Herbalife earnings can be examined under two titles:

Profit earned from own sales: A part of income that members obtain from the remaining profits, after the extraction of costs from the income received from the sales of Herbalife products. Only those Herbalife members, who are in sub-teams, generate revenue only from sales and their own use of Herbalife products.

Multiple benefit: Some members (24.9%) sponsor new people, who willing to become members of Herbalife. In this way, these members can create their own selling sub-teams. They do not receive any payment for sponsoring new members.

All members can access information about the multiple benefit opportunities, described in Herbalife Sales and Marketing Plan and which located at myherbalife.com.tr. Sales leaders, who have their own selling sub-teams and make up the 11.1% of Herbalife members, have been paid an average of 4,606 TL by the company in 2014. This amount is not included in the costs, incurred for the implementation and promotion of the work. There are differences between members who do not own any sub-teams, who own sub-teams, and members who own teams but without sales.

Members without own sub-teams: Members, who do not own sub-teams, can benefit only from the purchase products at wholesale prices for themselves and their families, and have the opportunity to sell products at a retail price to the non-members. None of these deals are paid by the company. By 2014 the number of members of this group was 23,999 persons, with rate of 75.1%. The revenue opportunities for these members are only the sales on retail prices for the non-members and purchase for themselves.

Members with own teams, but without sales: Besides the earnings of the members who do not own any teams, members, who have sub-teams but have not sales, have the right to receive wholesale commission from the members of their sub-teams. In 2014, 315 of members, out of 539 members entitled, benefited from these revenue opportunities, where the total payment for these 315 members was around 83 TL, on

average. By 2014, the number of members of this group was 4,398 persons, with rate of 13.8%. The revenue opportunities in this group are the purchase of the products at wholesale price, the income from retail sales to the non-members, and total profits derived from sales of products of the members in sub-teams.

Members with own sub-teams: By 2014, the number of sales leaders was 3,541 persons, with rate of 11.1%. THA revenue opportunities of sales leaders are the purchase of the products at wholesale price, the income from retail sales to the non-members, the total profits and multiple benefits (sales premium (Royalty), Bonus) derived from sales of products of the members in sub-teams (Herbalife, <http://opportunity.herbalife.com/the-gold-standard>).

The 657 out of 23,999 members, who have not own sub-teams, are composed of sales leaders. The following Table 2.8 shows all commissions, premiums and bonuses paid by Herbalife and the profit, gained by the members of the direct selling of Herbalife products. The table also summarizes the average gross payments, made to the members in Turkey by Herbalife in 2014. The opportunity to generate revenue for the majority of members (90%) was limited to the purchase of the products at a discounted price for themselves and their families, as well as sales to the customers, where the company did not make any additional payments (www.herbalife.com).

Table 2.8

Profits Gained by Direct Selling of Herbalife Products

Average Payments, Made by Herbalife (TL)	Number of the Members	Percentage of the Grups (%)	Average Gross Payments (TL)
> 100,000	32	% 0.9	231,254
50,001 – 100,000	32	% 0.9	70,947
25,001 – 50,000	28	% 0.8	34,514
10,001 – 25,000	124	% 3.5	16,138
5,001 – 10,000	175	% 4.9	6,985
1,001 – 5,000	831	% 23.5	2,257
1 – 1,000	1,643	% 46.4	349
0	676	% 19.1	0
Total	3,541	% 100	4,606

Resource: 2014 Yılında Herbalife tarafından Türkiye'deki üyelere yapılan ortalama brüt ödeme beyanı; www.herbalife.com (5 Nisan 2015).

In 2014, a majority of members, who earned 50,000 TL and more from selling of Herbalife products, are the members who reached the Herbalife Millionaire Team level. In the same year, only one member reached this Millionaire Team level in Turkey, where before reaching this level, he spent over 15 years in this company. (The Statement of Average Gross Payments Performed by HERBALIFE to its Members in Turkey in 2014) (www.herbalife.com).

The Table 2.9 shows the performances of the 5-direct selling companies based on their year-end reports for 2013.

Table 2.9
2013 Year-End Reports of the Direct Selling Companies

	2008	2009	2010	2011	2012	2013	5-Year Period
Avon	10690	10205	10869	11292	10561	9955	(-6.9)%
		(-4.5)%	6.4%	3.9%	(-6.5)%	(-5.7)%	
Herbalife	2359	2325	2734	3455	4072	4825	104.5%
		(-1.5)%	17.6%	26.3%	17.9%	18.5%	
Oriflame	1329	1317	1514	1494	1489	1407	5.8%
		(-0.9)%	15%	(-1.3)%	(-0.3)%	(-5.5)%	
Tupperware	2162	2128	2300	2585	2584	2672	23.6%
		(-1.6)%	8.1%	12.4%	0.0%	3.4%	

Resource: Doğrudan satış dünyası, kendi rakamlarıyla 2014; Özmoralı, 16 February 2015

Avon: Avon continues to loss across the globe. In 2013, compared to 2012, Avon sales have decreased by 5.7%. In the last quarter, the sales decreased by 10%, number of products sold by 10%, and active representatives also declined by 5%. Thus, Avon has failed to show growth in two years.

In 2013, Avon experienced the loss of sales in many regions in the world, 17% in North America, 16% in Asia-Pacific, 3% in Latin America, and 1% in the WEMEA region, which includes Turkey where Avon also experienced the loss. Avon sales performance in Turkey, in the three-month periods of 2013 (compared with the previous year), as follows:

1st Quarter: - 2%

2nd Quarter: 6%

3rd Quarter: - 13%

4th Quarter: - 9%

Annual sales of Avon in Turkey are not defined, but according to the table above, they were under the annual sales of 2012. Moreover, turnover of Avon fell much earlier in Turkey by 5% in 2011 and 10% in 2012 (Özmorali, 2015).

Herbalife: Herbalife closed the year with a great success among direct selling companies worldwide. The company's revenue growth rate, in the fourth quarter, is 20%, as well as sales growth is 18.5% for the whole year. Thus, Herbalife has doubled its world turnover within five years. Herbalife's annual growth rates, according to its regions, as follows:

China: 69%

South-Central America: 41%

WEMEA: 17%

Mexico: 13%

North America: 8%

Asia-Pacific: 3%

In 2013, Herbalife, by breaking his own record, succeeded to register 280,000 new members, in the USA (Özmorali, 2015).

Oriflame: Global sales of Oriflame showed a significant decline of 10% in the last quarter, and a decline by 5.5% of annual turnover. 2013 sales were decreased by 5% of 2012, where after 2011 and 2012, it closed with the lowest sales in the world. In addition, Oriflame decreased in the WEMEA region, in 2013, as well.

Tupperware: Tupperware is of impressive growth. Tupperware increased its global sales by 1% in the last quarter and by 3.4% throughout the year. Among the countries in the world, the most increase in the last quarter where Tupperware showed in Indonesia (33%), South Africa (28%), Turkey (24%) and China (20%). The company's 2013 revenue growth in Turkey in three-month periods as follows:

1st Quarter: 41%

2nd Quarter: 27%

3rd Quarter: 34%

4th Quarter: 24%

Amway: Amway took the title as the largest direct selling worldwide company from Avon, by the end of 2013. 2013 global sales of Amway were declared as in the amount of 11.8 billion dollars. 2012 global sales, which were amounted for 11.3 billion dollars, indicated an increase of 4.4% in 2013. Thus, it is shows that Amway has maintained its global market leadership.

The product composition of Amway worldwide shows as food supplements (43% of turnover), beauty products (25%), durable goods (19%), home care products (8%) and others (5%), where it is quite different in sales of Amway in Turkey, which are cosmetics and personal care (37%), home care products (33%), food supplements (20%), and durable goods (10%). The performance of Amway in Turkey has previously been reflected in the media, where it was announced that Amway sales were in the amount of 165 million in 2012 and 180 million in 2013. In this case, Amway has made a great deal of growth in Turkey than over the world (9% in Turkey, 4.4% in the world). The target

of Amway for 2014 in Turkey is to pass the threshold of 200 million TL (Özmorali, 2015).

It is very difficult to calculate statistically the working conditions of women sales representatives, who also are not included in national statistics. This female labor force, which cannot be considered in legal statistics, also forced to confront the social and economic challenges. Women, engaged in the sale of these brands, have received premiums as much as they sell products, but that premiums are quite low. Even though home-based work provides extra income, it ensures lower financial gain compared to formal employment conditions. Premiums vary according to the amount of sales and the companies. This type of employment is seen as a very intense, especially among housewives, where flexible working conditions increase the preference of this type of employment, but where they increase the uninsured working population as well. As a result, the links between formal and informal sectors are strengthened nowadays. The increase in informal employment is an indicator of a decline in formal employment. Informalization, that brought inequality, insecurity and poverty, the most reflected in female workforce (Özsuca and Toksöz, 2003: 163-164).

There is no a precise data of the informal economy that provided in Turkey. Estimation of the informal economy is seen as a scientific passion to know the unknown (Schneider, 2005: 3; Kök and Şapçı, 2006: 28).

CHAPTER 3

HOME-BASED WOMEN EMPLOYMENT AND ANALYSIS OF HYPOTHESES

3.1 Home-Based Women Employment in Turkey

Today, the proportion of women working in the informal sector is growing rapidly in the world. This situation is the same in Turkey, but in comparison Turkey with the developed countries, the home-based work constitutes the greatest number of women working in the unregistered sector, where more than half of them work in this sector. This research analyzes the existence of family and work conflict and lack of job satisfaction through the demographic data of women entrepreneurs working from home, who distribute and sale products provided by Avon, Amway, Tupperware, Oriflame and Herbalife. These two problems describe the positive and negative effects on women working at home and from home.

3.2. Research Assessment

3.2.1. Objective of Research and Information Collection Process

The purpose of this research is to get, through the questionnaire, opinions and thoughts of women working from home. The research of this paper observes the effects of the two barriers (existence of work and family conflict, lack of job satisfaction) of home-based employment of women. This study based on literature, statistics and results, obtained from research area (i.e. city of Istanbul).

Hypotheses of the Research:

H1: There is statistically significant difference in women opinions about job satisfaction between women whose husbands work somewhere and women whose husbands do not work.

H2: There is statistically significant difference in the women's opinions about the existence of work and family conflict between women whose husbands work somewhere and women whose husbands do not work.

H3: In the opinion of the participants, there is significant difference in job satisfaction between women who are willing to work in insured work and women who are not willing to work in insured work.

H4: There is significant difference in the women's opinions about the existence of work and family conflict between women who are willing to work in insured work and women who are not willing to work in insured work.

H5: There is significant difference in the women's opinions about the existence of work and family conflict between women who are willing to work even with adequate financial position and women who are not willing to work in case of adequate financial position.

H6: In the opinion of the participants, there is significant difference in job satisfaction among women with opportunities to promote in home-based work and women without such opportunities.

H7: There is significant difference in the women's opinions about the existence of work and family conflict among women with opportunities to promote in home-based work and women without such opportunities.

H8: In the opinion of the participants, there is statistically significant difference in job satisfaction among women with different number of children.

H9: There is significant difference in the women's opinions about the existence of work and family conflict among women with different number of children.

3.2.2. The analysis of the survey data

Demographic Data: This research paper is included totally 150 women participants in home-based work. The Table 3.1 shows the profile of the participants, where their ages vary from 20 to 50 and over years old. It is observed here, that they are quite middle age women since 34.7% of women, which is the highest rate, participated in the survey are between 30-40 years old, moreover, more than half of women are married (73.3%). According to Karadeniz's article, home-based work is more preferable by married women. Having housework and other responsibilities, related to the home, push women to prefer the home-based work, which offers a flexible working environment, thus, give them ability to manage both the home and work responsibilities. Home based work provides the opportunity to work for women who are married and have children. According to calculations made in 2009 by TURKSTAT HHIA, 344 549 people in Turkey were working at home, where 92% of them were women (318 078). Furthermore, the table contains the result of the survey of 110 married women, where 98 of participants have children (71.0%), and 40 of them childless (29.0%). The highest number, among the participants with children, is 49 women who have two children, with 49.5%. Unfortunately, the result shows that with the increase of number of children, the participation rate decreases (Karadeniz, 2011: 94).

Table 3.1

Descriptive Analyses 1

Age	Frequency	%	Marital statutes	Frequency	%
20-30	43	28.7	Unmarried	31	20.7
30-40	52	34.7	Maried	110	73.3
40-50	42	28.0	Divorced	9	6.0
50 and above	13	8.7	Total	150	100.0
Total	150	100.0	Number of children	Frequency	%
Having children	Frequency	%	A child	22	22.2
Yes	98	71.0	Two children	49	49.5
No	40	29.0	Three children	23	23.2
Total	138	100.0	4 and more children	5	5.1
			Total	99	100.0

One of the reasons that women turn to the informal sector is their low level of education, according to the article of Metin and Arabacı Kariman, there is a negative relation between level of education and informal sectors. In general, while the education level rises, the informal employment of women decreases. In 2012, the proportion of illiterate women in Turkey consists of 16.7%, primary school graduates of 24.4% and university graduates of 70.9%. This data indicates the role of the educational situation in Turkey. In contrast with the research of Metin and Arabacı Kariman, the survey results show that with an increase in level of education, the rate of women working from home also increases, where the reasons may be in a decrease of women participation in formal sector, or due to flexibility provided by home-based work, and etc. Thus, the survey results do not confirm the negative relationship between levels of education and the informal sector. In Table 3.2, the number of women, working from home in the informal sector, almost half of the high school graduates (43.3%) and of the primary school graduates (25.3%), i.e. with decline in the level of education, home-based work participation rate not increases. Thus, it seems here that the education level ranking is not an explanatory factor about participation of women in work from home. In addition, the training about work from home, given by free entrepreneur companies, holds an important place, where only 38.5% of them receive in-service training. Among these trainings, 56.7% of women receive training in sales areas, 20.9% in marketing areas and

13.4% in vocational areas. In addition, more than half of respondents (73.0%) do not know foreign languages, and the multilingual participants (82.1%) know usually a foreign language at intermediate level.

Table 3.2

Descriptive Analyses 2

Educational statues	Frequency	%	Receiving in services training	Frequency	%
Primary school	38	25.3	Yes	57	38.5
Secondary school	65	43.3	No	91	61.5
High school	42	28.0	Total	148	100
Unqualified literate	5	3.3			
Total	150	100.0			
Knowledge of a foreign language	Frequency	%	Level of foreign language	Frequency	%
Yes	40	27.0	Beginning	7	17.9
No	108	73.0	Intermediate	32	82.1
Total	148	100.0	Total	39	100.0
Types of in-service training	Frequency	%			
Sales	38	56.7			
Marketing	14	20.9			
Occupational training	9	13.4			
Others	6	9.0			
Total	67	100.0			

According to the survey findings, shown in the Table 3.3, the preferences of participants among five international direct selling brands in following step: Avon (34.2%), Amway (20.8%), Tupperware (18.8%), Oriflame (18.1%), and Herbalife (4.7%). 67.8% of the respondents have started to work in this business through the advice of neighbors and friends, and 52.7% of them have gained the opportunity to get a gift or free product. Furthermore, while 36.7% have taken activities of this work for the economic reasons, 44.0% of them in order to fill their leisure time, but 82.1% of them still are willing to get

an insured work. Participants often wish to create their own businesses (38.3%), and to work in the public sector (37.5%), moreover, participants are aware of the meetings, organized by the direct sales companies, at the relatively high rate of 84.5%. Most of the participants have taken part in these meetings (70.7%) and the majority of them (87.1%) are affected positively of these organizations and meetings. Organized events and activities have led to self-development of more than half of the respondents (54.3%). The level of participation of the participants in these meetings and activities varies according to the location of the meetings, where the rate of participation in local meetings and events 86.7%, but where also the participation rate falls to 13.0% of meetings and events beyond city. More than half of the respondents do not have a subgroup member (71.4%) however, 75.9% of free entrepreneurs have opportunity to be promoted in these five direct sales companies, as it discussed in Chapter 2, sales representatives are divided into different classes based on the sales performance in these five direct selling companies. In short, these companies offer their employees the opportunity to improve their levels at their company and revenues.

Table 3.3

Descriptive Analyses 3					
Which companys products do you sell?	Frequency	%	What kind of work would you prefer, if you had a such chance?	Frequency	%
Avon	51	34.2	In public sector	48	37.5
Amway	31	20.8	In private sector	11	8.6
Tupperware	28	18.8	Be the owner of my own business	49	38.3
Herbalife	7	4.7	Prefer the work I do right now	10	7.8
Oriflame	27	18.1	Prefer to not work	10	7.8
Others	5	3.4	Total	128	100.0
Total	149	100.0			
Other earning from work beside financial income	Frequency	%	Factor influenced to start your work?	Frequency	%
Free product / gift	79	52.7	Through relatives	34	22.8
Purchase of a cheap product	56	37.3	Neighbour/friend suggestion	101	67.8
Earnings through the found	9	6.0	Through advertisement	7	4.7

new members					
Others	6	4.0	Others	7	4.7
Total	150	100.0	Total	149	100.0
Would you like to work in an insured job?	Frequency	%	Do you get information about meetings and events related to your work?	Frequency	%
Yes	119	82.1	Yes	125	84.5
No	26	17.9	No	23	15.5
Total	145	100.0	Total	148	100.0
Is there a positive effect of works, performed by agencies, and organized events?	Frequency	%	Is there an opportunity of promotion in your work?	Frequency	%
Yes	122	87.1	Yes	110	75.9
No	18	12.9	No	35	24.1
Total	140	100.0	Total	145	100.0
What are the positive effects of works, performed by agencies, and organized events?	Frequency	%	The reason of doing this work?	Frequency	%
Lead to improvement myself	70	54.3	Due to financial reasons	55	36.7
Lead to an increase in income	28	21.7	Willing to work	23	15.3
Lead to the opportunity to meet with other employees	14	10.9	To fill leisure time	66	44.0
Lead to expand the product range	12	9.3	Others	6	4.0
Others	5	3.9	Total	150	100.0
Total	129	100.0			
Do you attend the domestic meeting?	Frequency	%	If you have a member, depended on you?	Frequency	%
Yes	104	70.7	Yes	40	28.6
No	43	29.3	No	100	71.4
Total	147	100.0	Total	140	100.0
Place of meeting	Frequency	%			
Meetings in the city	91	86.7			
Meetings beyond city	14	13.3			

According to the Table 3.4, more than half (62.0%) of women participants receive between 0 – 500 TL monthly, which is included the lowest income group. It is seen that

the increase in the monthly income leads to a reduction in the number of the participants. On the question in the questionnaire about whether the participants would continue to work even with adequate financial conditions, 67.1% of them have answered that they still prefer to continue to work. Furthermore, 23.9% of participants have additional income, earned by the other family members, where 50.0% of them receive one income, 31.8% of two income, and 18.2% of three incomes of other family members. Moreover, 83 of the participants live in their own homes (55.3%).

Some women work for the economic reasons, but by looking on these earnings derived from this work, it appears that this gain is quite low. Women in the direct selling companies operate without insurance with low-wage, and thus, while the rate in informal jobs increases, poverty increases as well. According to 2002 statistics, only 9.6 million out of 18.5 million workers were insured in informal work. Thus, almost half of the working population which worked in the informal sector was uninsured, where 98.2% of the workers, working from home, have uninsured work (DİE, 2002; Özşuca and Toksöz, 2003: 9-10).

Table 3.4

Descriptive Analyses 4

Avarege of salary	Frequency	%	Type of your housing	Frequency	%
0-500TL	93	62.0	Rent	44	29.3
500-1000TL	35	23.3	Home belong to us	83	55.3
1000-2000TL	15	10.0	Not belongs to us, but we do not pay rent	18	12.0
2000-4000TL	7	4.7	Others	5	3.3
Total	150	100.0	Total	150	100.0
Would you like to work even with adequate financial position?	Frequency	%	The number of other family members who have income	Frequency	%
Yes	98	67.1	1	22	50.0
No	48	32.9	2	14	31.8
Total	146	100.0	3	8	18.2
			Total	44	100.0
Is there any income earned by someone else in thefamily, except you and your spouse?	Frequency	%			
Yes	32	23.9			
No	102	76.1			
Total	134	100.0			

According to the Table 3.5, the husbands of many of the participants are high school graduates (53.1%), almost all of them (92.8%) have a job, and more than half (76.4%) work in the private sector. By sorting the workspaces of husbands of the participants shows that 28.8% of them are employed as artisans and farmers, 22.5% as civil servants, 20.7% as employees in other jobs, 15.3% work as laborers and 6.3% as traders and the pensioners. Among the reasons why women have leaved work, marriage is at the first place (25.6%), where it seen as an important factor. The amount of the earnings of spouses of women participants is also an important factor in the growth of the informal sector. Due to earnings shortage of their husbands and in order to meet the needs of home, married women have begun to work from home in the informal sector, because the flexibility, provided by this sector, makes possible to women to fulfill their

household chores and work responsibilities at the same time. Working from home offers the opportunity to work especially to married women, where one of the reasons of women participants choosing this business is their economic condition (36.2%). The capital required for this job, the participants were provided by the support of their spouses (38.3%), the money saved (26.2%), family support (23.4%), and by money accumulation in the kitchen expenses (12.1%) (ILO, 2005: 180-211).

Table 3.5

Descriptive Analyses 5

Reason for leaving previous work	Frequency	%	Occupation of your spouse	Frequency	%
Due to marriage	21	25.9	Officer	25	22.5
Due to children	19	23.5	Worker	17	15.3
Due to changing the cities	7	8.6	Trader	7	6.3
Due to tiring / exhausting work	17	21.0	Trademan/Farmer	32	28.8
Due to low wages	9	11.1	Retired	7	6.3
Others	8	9.9	Others	23	20.7
Total	81	100.0	Total	111	100.0

Does your spouse work some where right now?	Frequency	%	Where your spouse works?	Frequency	%
Yes	103	92.8	Private	81	76.4
No	8	7.2	Public	25	23.6
Total	111	100.0	Total	106	100.0

In your opinion, what is the main obstacle in your work right now?	Frequency	%	Where have you find the capital required for the work?	Frequency	%
Economic issues	46	36.2	Money accumulation in the kitchen expenses	17	12.1
Family issues	19	15.0	Support from my husband	54	38.3
Health issues	6	4.7	Family support	33	23.4
Educational issues	35	27.6	Previous savings	37	26.2
Others	21	16.5	Total	141	100.0
Total	127	100.0			

Educational status of your spouse	Frequency	%
Primary school	14	12.4
Secondary school	60	53.1
High school	39	34.5
Total	113	100.0

3.2.3 Identification of Two Problems Women Faced at Work:

To identify two obstacles involved in the study, which are lack of job satisfaction and family and work conflict, the survey questions were examined, which were prepared by using 5-points Likert technique. The answers to these questions are shown in following Table 3.6 and Table 3.7.

For **the first problem**: According to the following survey questions from 1 to 20, it examines positive and negative effects, with percentages, on job satisfaction in the women's home-based work.

Table 3.6

Lack of Job Satisfaction

			1	2	3	4	5		
			Definitely disagree	Disagree	Doubtful	Agree	Definitely agree	Total	
1. My job does not prevent me from doing household chores	Frequency		9	45	9	58	29	150	
	%		6.0	30.0	6.0	38.7	19.3	100.0	
2. I feel tired due to work	Frequency		40	69	16	19	6	150	
	%		26.7	46.0	10.7	12.7	4.0	100.0	
3. I feel emotionally exhausted due to work	Frequency		44	72	10	18	6	150	
	%		29.3	48.0	6.7	12.0	4.0	100.0	
4. I cannot devote time on my hobby due to work	Frequency		49	62	15	19	5	150	
	%		32.7	41.3	10.0	12.7	3.3	100.0	
5. I cannot devote time on job due to family responsibilities	Frequency		33	62	20	27	7	149	
	%		22.1	41.6	13.4	18.1	4.7	100.0	
6. I usually skip the activities at job, when I allocate time to my family.	Frequency		32	67	21	23	6	149	
	%		21.5	45.0	14.1	15.4	4.0	100.0	
7. Due to the stress in the family, I find it difficult to concentrate at work.	Frequency		37	81	16	10	5	149	
	%		24.8	54.4	10.7	6.7	3.4	100.0	
8. Tensions and troubles in my family weaken my work skills.	Frequency		39	68	22	14	7	150	
	%		26.0	45.3	14.7	9.3	4.7	100.0	

9. My behavior in my family differs from behavior at work.	Frequency	28	59	19	27	17	150
	%	18.7	39.3	12.7	18.0	11.3	100.0
10. I am even more in stress due to work.	Frequency	42	65	14	17	10	148
	%	28.4	43.9	9.5	11.5	6.8	100.0
11. Stress reflected on my health.	Frequency	41	68	16	17	6	148
	%	27.7	45.9	10.8	11.5	4.1	100.0
12. Inability to have enough time to my friends due to work.	Frequency	45	70	9	22	4	150
	%	30.0	46.7	6.0	14.7	2.7	100.0
13. Inability to have enough time to myself due to work	Frequency	29	61	28	22	9	149
	%	19.5	40.9	18.8	14.8	6.0	100.0
14. I consider myself as a working woman.	Frequency	10	41	23	52	24	150
	%	6.7	27.3	15.3	34.7	16.0	100.0
15. This job allows me to look to the future with confidence.	Frequency	7	29	33	58	23	150
	%	4.7	19.3	22.0	38.7	15.3	100.0
16. My relationship with my friends is broken due to work.	Frequency	27	53	18	30	20	148
	%	18.2	35.8	12.2	20.3	13.5	100.0
17. This work has increased my social environment	Frequency		27	15	70	37	149
	%		18.1	10.1	47.0	24.8	100.0
18. This work has increased my entrepreneurship	Frequency	3	24	19	66	38	150
	%	2.0	16.0	12.7	44.0	25.3	100.0
19. This work has led to positive changes in my personality	Frequency	6	24	21	60	38	149
	%	4.0	16.1	14.1	40.3	25.5	100.0
20. I would recommend it to other women	Frequency	11	21	26	51	38	147
	%	7.5	14.3	17.7	34.7	25.9	100.0

- ❖ On the first question of the survey “My job does not prevent me from doing household chores“, 58.0% out of 150 women participants are agreed. The rate of doubtful is 8.0%.
- ❖ On the second question of the survey “I feel tired due to work“, 72.7% out of 150 women participants are agreed. The rate of doubtful is 10.7%.
- ❖ On the third question of the survey “I feel emotionally exhausted due to work“, 77.3% out of 150 women participants are agreed. The rate of doubtful is 6.7%.

- ❖ On the fourth question of the survey “I cannot devote time on my hobby due to work“, 74.0% out of 150 women participants are agreed. The rate of doubtful is 10.0%.
- ❖ On the fifth question of the survey “I cannot devote time on job due to family responsibilities“, 63.7% out of 149 women participants are agreed. The rate of doubtful is 13.4%.
- ❖ On the sixth question of the survey “I usually skip the activities at job, when I allocate time to my family“, 66.7% out of 149 women participants are agreed. The rate of doubtful is 15.0%.
- ❖ On the seventh question of the survey “Due to the stress in the family, I find it difficult to concentrate at work“, 79.2% out of 149 women participants are agreed. The rate of doubtful is 10.7%.
- ❖ On the eighth question of the survey “Tensions and troubles in my family weaken my work skills“, 71.3% out of 150 women participants are agreed. The rate of doubtful is 14.7%.
- ❖ On the ninth question of the survey “My behavior in my family differs from behavior at work“, 58.0% out of 150 women participants are agreed. The rate of doubtful is 12.7%.
- ❖ On the tenth question of the survey “I am even more in stress due to work“, 72.3% out of 148 women participants are agreed. The rate of doubtful is 9.5%.
- ❖ On the eleventh question of the survey “Stress reflected on my health“, 73.6% out of 148 women participants are agreed. The rate of doubtful is 10.8%.
- ❖ On the twelfth question of the survey “Inability to have enough time to my friends due to work“, 76.7% out of 150 women participants are agreed. The rate of doubtful is 6.0%.
- ❖ On the thirteenth question of the survey “Inability to have enough time to myself due to work“, 60.1% out of 149 women participants are agreed. The rate of doubtful is 18.8%.
- ❖ On the fourteenth question of the survey “I consider myself as a working woman“, 50.7% out of 150 women participants are agreed. The rate of doubtful is 15.3%.

- ❖ On the fifteenth question of the survey “This job allows me to look to the future with confidence“, 54.0% out of 150 women participants are agreed. The rate of doubtful is 22.0%.
- ❖ On the sixteenth question of the survey “My relationship with my friends is broken due to work“, 53.8% out of 148 women participants are agreed. The rate of doubtful is 12.2%.
- ❖ On the seventeenth question of the survey “This work has increased my social environment“, 71.8% out of 149 women participants are agreed. The rate of doubtful is 10.1%.
- ❖ On the eighteenth question of the survey “This work has increased my entrepreneurship“, 69.3% out of 150 women participants are agreed. The rate of doubtful is 12.7%.
- ❖ On the nineteenth question of the survey “This work has led to positive changes in my personality“, 65.8% out of 149 women participants are agreed. The rate of doubtful is 14.1%.
- ❖ On the twentieth question of the survey “I would recommend it to other women“, 60.4% out of 147 women participants are agreed. The rate of doubtful is 17.7%.

For **the second problem**: According to the following survey questions from 1 to 24, it examines positive and negative effects, with percentages, on women's work and family conflict in home-based work.

Table 3.7

Work and Family Conflict

		1	2	3	4	5	Total
		Definitely disagree	Disagree	Daubtful	Agree	Definitely agree	
1. The time spent to my work is much longer than the time spent to my family	Frequency	36	77	7	11	19	150
	%	24.0	51.3	4.7	7.3	12.7	100.0

2. I cannot participate in the activities of my family, when I allocate time to work	Frequency	40	78	11	17	4	150
	%	26.7	52.0	7.3	11.3	2.7	100.0
3. The attitude and behaviors are adopted in work, damage the attitudes and behaviors in my home	Frequency	53	69	13	10	5	150
	%	35.3	46.0	8.7	6.7	3.3	100.0
4. Efforts spent to do more sales, prevent me from being a good wife	Frequency	43	66	17	19	4	149
	%	28.9	44.3	11.4	12.8	2.7	100.0
5. I cannot spent enough time on work due to family responsibilities	Frequency	33	62	20	27	7	149
	%	22.1	41.6	13.4	18.1	4.7	100.0
6. I usually skip the activities on work, when I allocate time to my family.	Frequency	32	67	21	23	6	149
	%	21.5	45.0	14.1	15.4	4.0	100.0
7. Due to the stress in the family, I find it difficult to concentrate at work.	Frequency	37	81	16	10	5	149
	%	24.8	54.4	10.7	6.7	3.4	100.0
8. My behavior in my family differs from behavior at work	Frequency	28	59	19	27	17	150
	%	18.7	39.3	12.7	18.0	11.3	100.0
9. Solving problems at home does not benefit me at work.	Frequency	35	60	13	24	16	148
	%	23.6	40.5	8.8	16.2	10.8	100.0
10. Inability to have enough time to my spouse due to work.	Frequency	44	69	16	14	5	148
	%	29.7	46.6	10.8	9.5	3.4	100.0
11. Inability to have enough time to my child due to work.	Frequency	43	67	12	23	5	150
	%	28.7	44.7	8.0	15.3	3.3	100.0
12. Inability to have enough time to my family due to work	Frequency	42	71	12	19	6	150
	%	28.0	47.3	8.0	12.7	4.0	100.0
13. This work has a positive impact on the relationship with my spouse	Frequency	5	33	34	53	22	147
	%	3.4	22.4	23.1	36.1	15.0	100.0
14. Earning money has increased my participation in	Frequency	7	32	33	52	24	148
	%	4.7	21.6	22.3	35.1	16.2	100.0

household decision							
15. How your spouse welcomes your work?	Frequency	14	31	19	50	36	150
	%	9.3	20.7	12.7	33.3	24.0	100.0
16. How your relatives and others welcome your work?	Frequency	16	31	26	53	22	148
	%	10.8	20.9	17.6	35.8	14.9	100.0
17. Earning money has increased my impact on decision-making at home	Frequency	12	38	19	50	30	149
	%	8.1	25.5	12.8	33.6	20.1	100.0
18. My spouse has begun to help me more in housework due to work	Frequency	17	30	37	35	24	147
	%	11.6	23.1	25.2	23.8	16.3	100.0
19. My children have begun to help me more in housework due to work	Frequency	17	31	30	30	39	147
	%	11.6	21.1	20.4	20.4	26.5	100.0
20. Disputes with my spouse have increased due to work	Frequency	34	43	37	19	16	149
	%	22.8	28.9	24.8	12.8	10.7	100.0
21. Disputes with my children have increased due to work	Frequency	29	47	40	19	13	148
	%	19.6	31.8	27.0	12.8	8.8	100.0
22. My spouse welcomes my participation to the meetings in the city	Frequency	27	24	37	43	15	146
	%	18.5	16.4	25.3	29.5	10.3	100.0
23. My spouse welcomes my participation to the meetings beyond the city	Frequency	39	44	42	14	9	148
	%	26.4	29.7	28.4	9.5	6.1	100.0
24. My spouse welcomes my participation to the meetings abroad	Frequency	42	40	45	12	6	145
	%	29.0	27.6	31.0	8.3	4.1	100.0

- ❖ On the first question of the survey “The time spent to my work is much longer than the time spent to my family“, 75.3% out of 150 women participants are agreed. The rate of doubtful is 4.7%.

- ❖ On the second question of the survey “I cannot include in the activities of my family, when I allocate time to work“, 78.7% out of 149 women participants are agreed. The rate of doubtful is 7.3%.
- ❖ On the third question of the survey “The attitude and behaviors are adopted in work, damage the attitudes and behaviors in my home“, 79.3% out of 150 women participants are agreed. The rate of doubtful is 8.7%.
- ❖ On the fourth question of the survey “Efforts spent to do more sales, prevent me from being a good wife“, 72.7% out of 149 women participants are agreed. The rate of doubtful is 11.4%.
- ❖ On the fifth question of the survey “I cannot spent enough time on work due to family responsibilities“, 63.7% out of 149 women participants are agreed. The rate of doubtful is 13.4%.
- ❖ On the sixth question of the survey “I usually skip the activities on work, when I allocate time to my family“, 66.7% out of 149 women participants are agreed. The rate of doubtful is 15.0%.
- ❖ On the seventh question of the survey “Due to the stress in the family, I find it difficult to concentrate at work“, 79.2% out of 149 women participants are agreed. The rate of doubtful is 10.7%.
- ❖ On the eighth question of the survey “My behavior in my family differs from behavior at work“, 58.0% out of 150 women participants are agreed. The rate of doubtful is 12.7%.
- ❖ On the ninth question of the survey “Solving problems at home does not benefit me at work“, 64.1% out of 148 women participants are agreed. The rate of doubtful is 8.8%.
- ❖ On the tenth question of the survey “Inability to have enough time to my spouse due to work“, 76.3% out of 148 women participants are agreed. The rate of doubtful is 10.8%.
- ❖ On the eleventh question of the survey “Inability to have enough time to my child due to work“, 73.4% out of 150 women participants are agreed. The rate of doubtful is 8.0%.

- ❖ On the twelfth question of the survey “Inability to have enough time to my family due to work“, 75.3% out of 150 women participants are agreed. The rate of doubtful is 8.0%.
- ❖ On the thirteenth question of the survey “This work has a positive impact on the relationship with my spouse“, 51.1% out of 147 women participants are agreed. The rate of doubtful is 23.1%.
- ❖ On the fourteenth question of the survey “Earning money has increased my participation in household decision“, 51.3% out of 148 women participants are agreed. The rate of doubtful is 22.3%.
- ❖ On the fifteenth question of the survey “How your spouse welcomes your work“, 57.3% out of 150 women participants are agreed. The rate of doubtful is 12.7%.
- ❖ On the sixteenth question of the survey “How your relatives and others welcome your work“, 50.7% out of 150 women participants are agreed. The rate of doubtful is 17.6%.
- ❖ On the seventeenth question of the survey “Earning money has increased my impact on decision-making at home“, 53.7% out of 149 women participants are agreed. The rate of doubtful is 12.8%.
- ❖ On the eighteenth question of the survey “My spouse has begun to help me more in housework due to work“, 40.1% out of 147 women participants are agreed. The rate of doubtful is 25.2%.
- ❖ On the nineteenth question of the survey “My children have begun to help me more in housework due to work“, 46.9% out of 147 women participants are agreed. The rate of doubtful is 20.4%.
- ❖ On the twentieth question of the survey “Disputes with my spouse have increased due to work“, 51.7% out of 149 women participants are agreed. The rate of doubtful is 24.8%.
- ❖ On the twenty first question of the survey “Disputes with my children have increased due to work“, 51.4% out of 148 women participants are agreed. The rate of doubtful is 27.0%.

- ❖ On the twenty-second question of the survey “My spouse welcomes my participation to the meetings in the city“, 39.8% out of 146 women participants are agreed. The rate of doubtful is 25.3%.
- ❖ On the twenty-third question of the survey “My spouse welcomes my participation to the meetings beyond the city“, 56.1% out of 148 women participants are agreed. The rate of doubtful is 28.4%.
- ❖ On the twenty-fourth question of the survey “My spouse welcomes my participation to the meetings abroad“, 56.6% out of 145 women participants are agreed. The rate of doubtful is 31.0%.

5-points Likert questions, located in the survey, examine lack of job satisfaction (from 1 to 20 questions), and existence of work and family conflict (from 1 to 24 questions). The table below shows the interpretation of these questions.

Table 3.8

Descriptive Statistic on Job Satisfaction and Work and Family Conflict at Work

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation
Lack of Job satisfaction	150	2.85	2.15	5.00	546.11	3.6407	0.55431
Work and family conflict	150	2.13	2.29	4.42	516.26	3.4417	0.46527

In comparison the averages of 150 participants on existence of two barriers, lack of job satisfaction and existence of family-work conflict, shows that the average of lack of job satisfaction (3.64%) is higher than the average of second barrier existence of work and family conflict (3.44%), where the lowest average of lack of job satisfaction is 2.15% and the highest average is 5.00%, as well as the lowest average of participants in the existence of work and family conflict is 2.29% and the highest average is 4.42%. Thus, the lack of job satisfaction of women working from home seems to be higher and lower for the existence of work and family conflict.

Analysis of the Hypotheses: First of all, before the testing the differences of parameters of the hypotheses, the test of the Normality of Distribution was applied in order to examine how the frequencies were distributed in data and which test is appropriate to use. The samples are distributed in two different types: normal and no normal. Normally distributed samples apply parametric tests, whether no normally distributed samples are used nonparametric tests. The normality of distribution of the samples depends on their shapes. The no normally distributed sample can be skewed to right or left sides, or to be taller or flatter. While skewness measures symmetry of distribution, kurtosis illustrates the shape of the probability distribution of variables. According to Tabachnik and Fidell, the value of skewness and kurtosis between -1.5 and +1.5 is acceptable (Tabachnik B. and Fidell L.S., 1996: 67-110; Brown S., 2011: 1-16).

In order to test the normality of distribution of data, the Shapiro-Wilk Test was applied. The results of the Normality distribution of data are shown in the tables in Appendix 1. Since the significance level of the Shapiro Wilk Test shows $p=0.000$, then the next step was the analysing of the statistics of skewness and kurtosis. As a result, from 37 demographic variable questions 14 of them are skewed, or peaked, or flat, or have both skewness and kurtosis. The rest 23 variables have normal distribution.

According to the results of the normality of distribution test, in order to test the hypotheses, the four appropriated tests were used. While The Mann—Whitney U Test was used to compare two means of no normally distributed two independent answer options in a question, then for the comparison of two means of normally distributed two independent variables, there was used the Independent Sample T-test. Furthermore, to compare means of normally distributed with three and more independent frequencies in a question, One-Way Anova Analysis was used, as well as The Independent-Samples Kruskal-Wallis H Test and the Median Test were used to test the means differences of no normally distributed with three and more independent frequencies.

As a result, the Mann-Whitney U Test was applied to ten demographic questions with two variables, and the Independent Sample T-test for the other seven normally distributed questions with two variables. Further, the Independent-Samples Kruskal-Wallis H Test was used for the three demographic questions, with three and more likert

no normally distributed variables, as well as the One-Way Anova Analysis was used to sixteen questions with three and more likert normally distributed variables. The significance level results in the tests are shown in Appendix 2, where it shows that the ten questions have $p < 0.05$, i.e. there are statistically significant differences among the means of answer options.

According to the significant levels in the applied test, Mann-Whitney U Test was used for the four hypotheses where the results of the test are shown in the Appendix 3. Mann-Whitney U-test is used in the opposite of Independent Sample T test. The confidence level is between 95% or 99%. This test was implemented for the four hypotheses, where it was found significant differences in their means (Nachar N., 2008: 14).

H1: There is statistically significant difference in women opinions about job satisfaction between women whose husbands work somewhere and women whose husbands do not work.

Hypothesis 1: Table Result of Mann-Whitney U Test

		Does your spouse work somewhere right now?	N	Mean Rank	Sum of Rank	of Mann-Whitney U	Z	Sig. (2-tailed)
		Yes	103	53.17	5477.00			
Lack of job satisfaction		No	5	81.80	409.00	121.000	-1.997	0.046
		Total	108					

In the hypothesis 1, at the 5% significance level $Z = -1.997$ and $p = 0.046$. Since $p < 0.05$, the null hypothesis H_0 is rejected. Thus, from the statistical view the H_1 has significant difference and the hypothesis 1 is ACCEPTED. As a result, there is statistically

significant difference in the women's opinion on job satisfaction between women whose husbands work somewhere and women whose husbands do not work. Among the participants, women whose husbands work somewhere, with 3.67% average mean, are more satisfied with their work. In contrast, women whose husbands do not work, with mean of 4.24% on average, are accepted that there is lack of job satisfaction.

H2: There is statistically significant difference in the women's opinions about the existence of work and family conflict between women whose husbands work somewhere and women whose husbands do not work.

Hypothesis 2: Table Result of Mann-Whitney U Test

		Does your spouse work somewhere right now?	N	Mean Rank	Sum Rank	of Mann- Whitney U	Z	Sig. (2- tailed)
Existence of work and family conflict	Yes		103	53.17	5476.00			
	No		5	82.00	410.00	120.000	-2.011	0.044
	Total		108					

In the hypothesis 2, at the 5% significance level $Z = -2.011$ and $p = 0.044$. Since $p < 0.05$, the null hypothesis H_0 is rejected. Thus, from the statistical view the H_2 has significant difference and the hypothesis 2 is ACCEPTED. As the result, there is statistically significant difference in the women's opinions about the existence of work and family conflict between women whose husbands work somewhere and women whose husbands do not work. Among the participants, women whose husbands work somewhere, with mean of 3.46% on average, show less tendencies toward the existence of work and family conflict. In contrast, women whose husbands do not work with mean of 3.90% on average, show more tendencies toward the existence of work and family conflict.

H3: In the opinion of the participants, there is significant difference in job satisfaction between women who are willing to work in insured work and women who are not willing to work in insured work.

Hypothesis 3: Table Result of Mann-Whitney U Test

		Would you like to work in insured work?	N	Mean Rank	Sum Rank	of Mann- Whitney U	Z	Sig. (2- tailed)
		Yes	119	66.38	7899.50			
Lack of job satisfaction		No	22	95.98	2111.50	759.500	-3.124	0.002
	Total		141					

In the hypothesis 3, at the 5% significance level $Z = -3.124$ and $p = 0.002$. Since $p < 0.05$, the null hypothesis H_0 is rejected. Thus, from the statistical view the H_3 has significant difference and the hypothesis 3 is ACCEPTED. There is significant difference in job satisfaction between women who are willing to work in insured work and women who are not willing to work in insured work. According to the results, women who are not willing to work in insured work with 3.95% mean are less satisfied with their work. However, women who are willing to work in insured work with 3.58% mean have tendencies toward the satisfaction with their jobs.

H4: There is significant difference in the women's opinions about the existence of work and family conflict between women who are willing to work in insured work and women who are not willing to work in insured work.

Hypothesis 4: Table Result of Mann-Whitney U Test

Existence of work and family conflict	Would you like to work in an insured job?		Mean Rank	Sum of Rank	Mann-Whitney U	Z	Sig. (2-tailed)
	Yes	No					
	Yes	119	67.77	8064.50			
	No	22	88.48	1946.50	924.500	-2.186	0.029
	Total	141					

In the hypothesis 4, at the 5% significance level $Z = -2.186$ and $p = 0.029$. Since $p < 0.05$, the null hypothesis H_0 is rejected. Thus, from the statistical view the H_4 has significant difference and the hypothesis 4 is ACCEPTED. There is significant difference in the women's opinions about the existence of work and family conflict between women who are willing to work in insured work and women who are not willing to work in insured work. Women who are willing to work in insured work with 3.39% average mean, show greater tendency toward to the thought that there is not the existence of work and family conflict, while women who are not willing to work in insured work with 3.62% average mean show greater tendency toward the view of that there is work and family conflict in home-based work.

One-Way Analysis is a statistical technique that is used to test whether or not there a significant difference among the means of more than two independent groups or samples at a certain confidence level. Thus, after the application of the One-Way Anova Analysis for the normally distributed sixteen questions in the study paper, with more than two independent variables, it was founded that there is a statistically significant difference in the means of the three questions.

Moreover, the Independent-Samples T-Test is a statistical method, which used to determine the significant differences in means of questions with two independent variables. Thus, the T-Test was applied for the normally distributed seven questions, and it was found the statistically significant difference in means in three questions.

H5: There is significant difference in the women's opinions about the existence of work and family conflict between women who are willing to work even with adequate financial position and women who are not willing to work in case of adequate financial position.

Hypothesis 5: Table Result of Independent Sample T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2-tailed)
Existence of work and family conflict	Equal variances assumed	0.454	0.501	2.435	144	0.016
	Equal variances not assumed			2.369	87.130	0.020

First of all, according to the Levene's test results, which is a quantitative measure of the homogeneity of variance, $F = 0,454$ and $P = 0.501$. Since $0.501 > 0.05$, the variables are homogeneous (equal variance assumed). According to the Independent Sample T-test, hypothesis 5 has $T = 2.435$ and $P = 0.016$ at the 5% significance level. Since $p < 0.05$, the null hypothesis H_0 is rejected. Thus, from the statistical view the H_5 has significant difference and the hypothesis 5 is ACCEPTED.

Thus, there is significant difference in the women's opinions about the existence of work and family conflict between women who are willing to work even with adequate financial position and women who are not willing to work in case of adequate financial

position. Thus, women who are willing to work even with adequate financial position with 3.50 per cent mean are more likely to accept the existence of work and family conflict, conversely, while women who are not willing to work in case of adequate financial position with 2.31 per cent are less likely to have the same view.

H6: In the opinion of the participants, there is significant difference in job satisfaction among women with opportunities to promote in home-based work and women without such opportunities.

Hypothesis 6: Table Result of Independent Sample T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2-tailed)
Lack of job satisfaction	Equal variances assumed	0.376	0.541	2.387	143	0.018
	Equal variances not assumed			2.393	57.511	0.020

First of all, according to the Levene's test results, $F = 0,376$ and $P = 0.541$. Since $0.541 > 0.05$, the variables are homogeneous. According to the Independent Sample T-test, hypothesis 6 has $T = 2.387$ and $P = 0.018$ at the 5% significance level. Since $p < 0.05$, the null hypothesis H_0 is rejected. Thus, from the statistical view the H_6 has significant difference and the hypothesis 6 is ACCEPTED.

Thus, there is significant difference in job satisfaction among women with opportunities to promote in home-based work and women without such opportunities. Women with opportunities to promote in home-based work with 3.70% mean are less likely to satisfy

with their jobs conversely, women without such opportunities with 3.44% are more satisfied with their jobs.

H7: There is significant difference in the women's opinions about the existence of work and family conflict among women with opportunities to promote in home-based work and women without such opportunities.

Hypothesis 7: Table Result of Independent Sample T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Df	Sig. (2-tailed)
Existence of work and family conflict	Equal variances assumed	0.039	0.845	3.329	143	0.001
	Equal variances not assumed			3.270	55.675	0.002

First of all, according to the Levene's test results, $F = 0.039$ and $P = 0.845$. Since $0.845 > 0.05$, the variables are homogeneous. According to the Independent Sample T-test, hypothesis 7 has $T = 0.329$ and $P = 0.001$ at the 5% significance level. Since $p < 0.05$, the null hypothesis H_0 is rejected. Thus, from the statistical view the H_7 has significant difference and the hypothesis 7 is ACCEPTED.

There is significant difference in the women's opinions about the existence of work and family conflict among women with opportunities to promote in home-based work and women without such opportunities. Women with opportunities to promote in home-based work with 3.51 per cent mean are more likely to accept the existence work and family conflict, conversely, while women without opportunities to promote in home-based work with 3.21 per cent are less likely to have the same view.

H8: In the opinion of the participants, there is statistically significant difference in job satisfaction among women with different number of children.

Hypothesis 8: Table Result of One-Way Anova Analysis

Source of Variance	Sum of Squares	Df	Mean Square	F	P
Between Groups	2.954	3	0.985	3.023	0.033
Within Groups	30.940	95	0.326		
Total	33.894	98			

According to One-way Anova Test, at the 5% significance level $F=3.023$ and $P=0.033$ in H8. Since the significant level $p<0.05$, H_0 is rejected. Statistically, H8 has significant difference and the H8 hypothesis is ACCEPTED. Thus, from the statistical view the H8 has significant difference and the hypothesis 8 is ACCEPTED. In the opinion of the participants, there is statistically significant difference in job satisfaction among women with different number of children.

Table 3.9

The Mean Difference among the Groups of Women's Number of Children

Number of children	N	Mean	Std. Deviation
one child	22	3.5250	0.56605
two children	49	3.7069	0.51031
three children	23	3.8565	0.64970
four and more children	5	3.1000	0.77862
Total	99	3.6706	0.58810

According to Tukey HSD Test, applied to homogeneous variables, there is significant mean difference about job satisfaction between women with three children and women with four children. Thus, women with three children are less likely to satisfy with their

jobs with 3.86% mean. In contrast, women with one, two and four children are more likely to satisfy with their work with 3.10 per cent average mean.

H9: There is significant difference in the women's opinions about the existence of work and family conflict among women with different number of children.

Source of Variance	Sum of Squares	Df	Mean Square	F	P
Between Groups	2.097	3	0.699	3.152	0.028
Within Groups	21.065	95	0.222		
Total	23.162	98			

According to One-way Anova Test, at the 5% significance level $F=3.152$ and $P=0.028$ in H9. Since the significant level $p<0.05$, H_0 is rejected. Statistically, H9 has significant difference and the H9 hypothesis is ACCEPTED. Thus, from the statistical view the H9 has significant difference and the hypothesis 9 is ACCEPTED. There is significant difference in the women's opinions about the existence of work and family conflict among women with different number of children.

Table 3.10

The Mean Difference among the Groups of Women's Number of Children

Number of children	N	Mean	Std. Deviation
one child	22	3.4028	0.38499
two children	49	3.5060	0.51854
three children	23	3.5301	0.41943
four and more children	5	2.8583	0.54215
Total	99	3.4559	0.48615

According to Tukey HSD Test, applied to homogeneous variables and is shown in the Appendix 3, there is no difference in means among women with one, two and three numbers of children. However, each of them has statistically significant mean difference with women who have four children. Women with one, two and three numbers of children with means of 3.40%, 3.51% and 3.53%, respectively, have tendency toward the existence of work and family conflict, while women with four children with 2.86% mean are more likely have an opposite view of their counterparts.



CONCLUSION

Today, with the developments in technology and increase of education level, the participation of women in employment continues to grow in Turkey and around the world. Women, with high level of education and high adaption to technology, can make decisions safer and more freely about their future, and also can get more occupations in the formal sector. However, women with a low level of education, as a rule, take place at the secondary place of employment, thus, the majority of them are located in the informal sector as it is seen in the survey, where most home-based women workers constitute the middle and high school graduates.

The development of the informal sector, which comprises mainly female population, varies according to the developed and developing countries. Turkey, which is one of the developing countries, also consists mainly of the female employment in this sector. Women working in the informal sector, compared with women working in the formal sector, are employed in low wage work without social insurance and in bad working conditions. Generally, women prefer to work in home-based-work due to their marital status, having children, work and family conflicts, and their traditional place in Turkish society. The population of home-based workers in Turkey is almost all women.

Home-based work, within atypical jobs group in the informal sector, is seen especially among women in Turkey. The study examines the five major international brands of free entrepreneurship that offer the opportunity to work in home-based work in Turkey, where they are Avon, Amway, Oriflame, Tupperware and Herbalife. Avon is the most well known brand in Turkey that also has the most of free entrepreneurs, and Herbalife is a brand, among Oriflame, Amway, and Tupperware, which has the least free entrepreneurs. From 5 brands in the study, Amway is the brand which provides the highest income for its free entrepreneurs, where self-employed workers in this brand are located and graded in different classes depending on their sales potential.

The purpose of this study is an investigation of the opinions and thoughts of women who participated in the survey about two major reasons of women's preferring home-based work, which are lack of job satisfaction and existence of work and family conflict. These two reasons are explained by demographic characteristics of self-employed women and their answers to the survey questions. The research has consisted of 150 women entrepreneurs, i.e. women working from home, where it has collected their answers to the questions asking face-to-face and which has carried out in Istanbul where the participants were randomly selected. According to the answers of the respondents to the survey, the majority of women do this work for economic reasons or in order to fill their leisure time. In addition, most of the participants have begun their work on the recommendations of neighbors and friends.

The effects of both barriers, presence of the lack of job satisfaction and family-work conflict on women working at home, are being investigated according to the survey results in this study. According to their answers on 37 questions, related to their demographic characteristics, it was found that women participants working from home generally have not experienced family-work conflict (except in 5 out of 37 cases), and satisfied with their work (except in 4 out of 37 cases). In the comparison the average means of women's opinions about the lack of job satisfaction and the existence of family-work conflict of women working at home, the average mean of the lack of job satisfaction is found to be higher than that of the existence of family and work conflict. Thus, higher rate of lack of job satisfaction and lower rate of existence of family and work conflict of women lead to a result that women in research are fewer have family-work conflict and greater unsatisfied with their jobs. However, the rate of those women, who have work-family conflict and unsatisfied with their work, is much less on the average of all participants.

According to the survey results, 1) women, whose husbands do not work, 2) who are not willing to work in insured work, 3) with opportunities to promote in home-based work and 4) with three children are less satisfied with their jobs. Furthermore, all these women, plus 5) women who are willing to work even with adequate financial position and 6) with one, two children experience work and family conflict.

It is interesting to emphasize that all women who do not satisfy with their job also face work and family conflict problems. Only in two cases, where women experience problems between their work and family, who are women with one and two children as well as women who are willing to work even with adequate financial position, however satisfy with their work.

- In analyzing one by one these situations, shows that women, whose husbands do not work, are not satisfied with their work which might be because they face problems at home due to their work. Thus, it may be concluded that this type of women is those who would not like to work and they work just because they are forced to work in order to survive their families.
- Furthermore, women, who are not willing to work in insured work, also are not satisfied with their work and also have problems at home due to their work. Those women are closely related with women whose husbands do not work, and thus, they also would not like to work, even though the flexibility, which is provided by their jobs.
- Women, with opportunities to promote in home-based work are not satisfied with their work and experienced work and family conflict as well. Here, these women exactly would not like to work due to the problems they are faced at home, even though they have a chance to promote in their work in the future.
- Women with three children are less satisfied with their jobs, in contrast, women with one and two children are satisfied with their jobs, although all of them experience work and family conflict. Only women, with four and more children are satisfied with their jobs and have not problems at home related to their work. Usually the responsibilities at home are increased with an increase in the number of children, which also increases the problems that women are faced at home due to their work. Even though the flexibility provided by home-based work satisfies women with one and two children, the household chores still burden women with three children. There is an exception for women with four and more children. The reason for this is that, despite the fact that household responsibilities of women are increased with the number of children, as it was mentioned above, then usually the senior children of women with four or more children are big

enough to take a part of housework on their behalf, which also reduces work and family conflicts.

- Finally, women, who are willing to work even with adequate financial position, are satisfied with their work, however they still face work-family-conflict. Thus, it shows that even the problems these women are experienced at home due to their work it is not a barrier in front of them in their working life, where they plan to continue working in the future.

Finally, according to the results of this research, still some women in home-based work are confronted with the problems of job dissatisfaction and work - family conflict. However, the majority of them satisfied with their jobs and do not face much problems between home and work. Today, the flexible working conditions of home-based work cause women to prefer this type of work, especially among married women. In the study, the job satisfaction of working women has high rate (89.2%), and having work and family conflict rate is shown to be low (13.5%). Since women workers can benefit from the flexible working conditions of their jobs, i.e. manage their time, they experience work and family conflicts at a low rate. At the same time, since there are no high expectations of these women from their work, they can easily raise the benefits of this work and have job satisfaction.

However, there is still a low portion of women who do not satisfied with their work and who experience work and family conflicts, thus, in order to minimize these problems, the level of education should be increased, the informal working conditions and economic conditions should be improved, and these employees should be benefit from social insurance and the rights. In addition, despite Turkey is the first country which was begun to regulate the law on women's rights, gender equality still cannot be fully provided. According to discrimination of gender roles in society, many women working from home experience inequalities, which cause women to encounter with mentioned two problems. In short, there should be no disparity between men and women and the level of civilization should be increased. The high job satisfaction and low rate of work - family conflict among women working at home increase their number in informal sector,

which in the long term, may negatively affect the economy of both governmental and individual, as well as increase the level of poverty.



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APPENDIX: 1

Test of Normality (for independent samples with 2 variables)	N	Mean		Shapiro-Wilk Test		Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	P	Statistic	Std. Error	Statistic	Std. Error
Does your spouse work right now?	108	1.05	0.020	0.214	0.000	4.379	0.233	17.504	0.461
Where your spouse works?	106	1.24	0.041	0.526	0.000	1.262	0.235	-0.415	0.465
Have you children?	138	1.30	0.039	0.574	0.000	0.898	0.206	-1.212	0.410
Is there any income earned by someone else in your family, except you and your spouse?	134	1.91	0.155	0.167	0.000	10.580	0.209	118.993	0.416
Do you speak any foreign language?	148	1.73	0.037	0.555	0.000	-1.045	0.199	-0.920	0.396
The level of foreign language do you speak?	39	1.82	0.062	0.467	0.000	-1.738	0.378	1.073	0.741
Have you an occupation?	149	1.66	0.039	0.596	0.000	-0.704	0.199	-1.526	0.395
Have you previously worked somewhere in a paid work?	144	1.44	0.041	0.632	0.000	0.631	0.202	-1.963	0.401
Do you use the products you sell, for yourself?	150	1.07	0.021	0.285	0.000	3.307	0.198	9.054	0.394
Have you a member, depended on you?	140	1.71	0.038	0.566	0.000	-0.959	0.205	-1.096	0.407
Would you like to work in an insured work?	143	1.18	0.035	0.466	0.000	2.222	0.203	4.321	0.403
Did you receive any in-service training?	148	1.61	0.040	0.619	0.000	-0.447	0.199	-1.825	0.396
Do you attend the domestic meetings?	147	1.29	0.038	0.571	0.000	0.922	0.200	-1.167	0.397
Do you get information about meetings and events related to your work?	148	1.16	0.030	0.434	0.000	1.922	0.199	1.716	0.396
Are there positive effects of organized	141	1.13	0.029	0.403	0.000	2.162	0.204	2.714	0.406

events and works, performed by agencies?									
Would you prefer to work even with adequate financial position?	146	1.33	0.039	0.592	0.000	0.737	0.201	-1.478	0.399
Is there an opportunity of promotion in your work?	145	1.24	0.036	0.531	0.000	1.221	0.201	-0.515	0.400
Do you attend the meetings of company, which products you sell?	105	1.13	0.033	0.401	0.000	2.189	0.236	2.844	0.467

Test of Normality (for independent samples with 3 and more variables)	N	Mean		Shapiro-Wilk Test		Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	P	Statistic	Std. Error	Statistic	Std. Error
How old are you?	150	3.17	0.077	0.864	0.000	0.290	0.198	-0.891	0.394
What is your educational status?	150	3.13	0.074	0.829	0.000	0.198	0.840	1.341	0.394
What is your marital status?	150	1.85	0.041	0.668	0.000	-0.297	0.198	0.615	0.394
What is educational status of your spouse?	113	3.22	0.061	0.782	0.000	-0.255	0.227	-0.689	0.451
What is occupation of your spouse?	111	3.43	0.172	0.874	0.000	0.018	0.229	-1.330	0.455
How many children you have?	99	2.11	0.081	0.850	0.000	0.389	0.243	-0.237	0.481
Which one of social insurance do you possess?	150	2.81	0.116	0.796	0.000	1.170	0.198	0.501	0.394
What is type of your housing?	150	2.05	0.085	0.742	0.000	1.291	0.198	1.116	0.394
What are the reasons of not working in your occupation?	43	4.02	0.309	0.884	0.000	-0.338	0.361	-1.279	0.709
For which reasons have you left the last job?	81	3.38	0.271	0.830	0.000	1.099	0.267	0.345	0.529
Which company's products do you sell?	149	2.75	0.122	0.864	0.000	0.637	0.199	-0.780	0.395
Reasons of doing this work?	150	2.75	0.114	0.747	0.000	-0.324	0.198	-1.658	0.394

Factor influenced to start your work?	149	1.91	0.055	0.709	0.000	1.034	0.199	2.501	0.395
Do you get other earnings from work beside financial income?	150	1.61	0.063	0.729	0.000	1.322	0.198	1.586	0.394
Which types of in-service trainings did you receive?	67	1.97	0.170	0.697	0.000	1.200	0.293	-0.085	0.578
Where have you find the capital required for the work?	141	2.90	0.117	0.822	0.000	0.508	0.204	-1.089	0.406
What type of work would you prefer, if you had such chance?	128	2.40	0.113	0.836	0.000	0.369	0.214	-0.846	0.425
In your opinion, what is the main obstacle in your work right now?	127	2.90	0.163	0.827	0.000	0.449	0.215	-1.172	0.427
Types of positive effects of organized events and works, performed by agencies?	129	1.87	0.103	0.746	0.000	1.216	0.213	0.405	0.423

APPENDIX: 2

Total Results of U-Tests

	Mann-Whitney U (Nonparametric) Test (for samples with 2 variables)					
	Work and family conflict			Job satisfaction		
	U-test	Z	P	U-test	Z	P
Does your spouse work right now?	120.000	-2.011	.044	121.000	-1.997	.046
Is there any income earned by someone else in your family, except you and your spouse?	1267.000	-1.838	.066	1415.000	-1.059	.290
Have you an occupation?	2111.000	-1.464	.143	2175.500	-1.205	.228
Do you use the products you sell, for yourself?	623.000	-1.021	.307	546.000	-1.576	.115
Have you previously worked somewhere in a paid work?	2285.00	-1.074	.283	2341.000	-.848	0.396
Would you like to work in an insured work?	924.500	-2.186	0.029	759.500	-3.124	.002
Did you receive any in-service training?	2571.500	-.087	.931	2335.000	-1.019	0.308
Do you get information about meetings and events related to your work?	1250.000	-.993	.321	1399.500	-.201	.841
Which foreign language do you speak?	110.000	-.073	.942	92.000	-.732	.464
Do you attend the meetings of company, which products you sell?	609.500	-.259	.795	630.500	-.061	.951

	Independent-Samples T-test (Parametric) Test (for samples with 2 variables) Levene's Test for Equality of Variances			
	Work and family conflict		Job satisfaction	
	F	Sig.(P)	F	Sig.(P)
Where your spouse works?	1.261	.212	1.667	.319
Have you children?	.456	.685	1.889	.511
Do you speak any foreign language?	.037	.729	1.040	.574
Have you a member, depended on you?	2.269	.133	2.239	.263
Do you attend the meetings of company, which products you sell?	1.528	.520	.383	.686
Would you prefer to work even with adequate financial position?	.454	.016	.267	.568
Is there an opportunity of promotion in your work?	.039	.001	.376	.018

	One-Way Anova (Parametric) Test (for samples with 3 and more variables)			
	Work and family conflict		Job satisfaction	
	F	P	F	P
Age?	.722	.540	2.142	.097
Educational status?	.920	.433	1.125	.341
Marital status?	1.888	.155	2.701	.070
Educational status of your spouse?	.168	.846	.482	.619
Type of occupation of your spouse?	1.152	.338	1.120	.354
Number of children?	3.152	.028	3.023	.033
Which one of social insurance do you possess?	.907	.492	.595	.734
What are the reasons of not working in your occupation?	.352	.904	.257	.953
For which reasons have you left the last job?	.162	.976	.348	.882
Which company's products do you sell?	1.377	.236	2.135	.065
Which types of in-service trainings did you receive?	1.752	.165	2.136	.104

Where have you find the capital required for the work?	.835	.477	.466	.706
What type of work would you prefer, if you had such chance?	.530	.714	.605	.660
In your opinion, what is the main obstacle in your work right now?	.202	.937	.493	.741
What are the positive effects of organized events and Works, performed by agencies?	.974	.425	.845	.499
Type of your housing?	.877	.455	1.232	.300

Independent-Samples Kruskal-Wallis H (Nonparametric) Test (for samples with 3 and more variables)							
	Work and family conflict			Job satisfaction			
	Test Stat	Df	Sig. (2-sided test)	Test Stat	df	Sig. (2-sided test)	
Reason of doing this work?	1.012	3	.798	.984	3	.805	
Factor influenced to start your work?	2.090	3	.554	3.845	3	.279	
Do you get other earnings from work beside financial income?	3.794	3	.285	2.524	3	.471	

APPENDIX: 3

HYPOTHESES TESTING

H1:MANN-WHITNEY U TEST

Ranks

	women whose husbands work somewhere	N	Mean Rank	Sum of Ranks
Job satisfaction	Yes	103	53.17	5477.00
	No	5	81.80	409.00
	Total	108		

Test Statistics^a

	Job satisfaction
Mann-Whitney U	121.000
Wilcoxon W	5477.000
Z	-1.997
Asymp. Sig. (2-tailed)	.046

a. Grouping Variable: women whose
husbands work somewhere

Group Statistics

	Does your spouse work somewhere right now?	N	Mean	Std. Deviation	Std. Error Mean
Job satisfaction	Yes	103	3.6783	.55512	.05470
	No	5	4.2400	.63777	.28522

H2: MANN-WHITNEY U TEST

Ranks

	women whose husbands work somewhere	N	Mean Rank	Sum of Ranks
Work and family conflict	Yes	103	53.17	5476.00
	No	5	82.00	410.00
	Total	108		

Test Statistics^a

	Work and family conflict
Mann-Whitney U	120.000
Wilcoxon W	5476.000
Z	-2.011
Asymp. Sig. (2-tailed)	.044

a. Grouping Variable: women whose husbands work somewhere

Group Statistics

	Does your spouse work somewhere right now?	N	Mean	Std. Deviation	Std. Error Mean
Work and family conflict	Yes	103	3.4620	.48382	.04767
	No	5	3.9000	.45415	.20310

H3: MANN-WHITNEY U TEST

Ranks

	women who are willing to work in insured work	N	Mean Rank	Sum of Ranks
Job satisfaction	Yes	119	66.38	7899.50
	No	22	95.98	2111.50
	Total	141		

Test Statistics^a

	Job satisfaction
Mann-Whitney U	759.500
Wilcoxon W	7899.500
Z	-3.124
Asymp. Sig. (2-tailed)	.002

a. Grouping Variable: women who are willing to work in insured work

Group Statistics

	Would you like to work in an insured job?	N	Mean	Std. Deviation	Std. Error Mean
Job satisfaction	Yes	119	3.5802	.53685	.04921
	No	22	3.9596	.62176	.13256

H4: MANN-WHITNEY U TEST**Ranks**

	women who are willing to work in insured work	N	Mean Rank	Sum of Ranks
Work and family conflict	Yes	119	67.77	8064.50
	No	22	88.48	1946.50
	Total	141		

Test Statistics^a

	Work and family conflict
Mann-Whitney U	924.500
Wilcoxon W	8064.500
Z	-2.186
Asymp. Sig. (2-tailed)	.029

a. Grouping Variable: women who are willing to work in insured work

Group Statistics

		Would you like to work in an insured job?	N	Mean	Std. Deviation	Std. Error Mean
Work and family conflict	Yes		119	3.3963	.45568	.04177
	No		22	3.6209	.49967	.10653



		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
		Work and family conflict	Equal variances assumed	.039	.845	3.329	143	.001
Equal variances not assumed				3.270	55.675	.002	.29176	.08921

H5: INDEPENDENT SAMPLE T-TEST

Group Statistics

		Would you prefer to work even with adequate financial position?	N	Mean	Std. Deviation	Std. Error Mean
Work and family conflict	Yes		98	3.5088	.44660	.04511
	No		48	3.3120	.48342	.06978

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Work and family conflict	Equal variances assumed	.454	.501	2.435	144	.016	.19685	.08085
	Equal variances not assumed			2.369	87.130	.020	.19685	.08309

H6: INDEPENDENT SAMPLE T-TEST

Group Statistics

		Is there an opportunity of promotion in your work	N	Mean	Std. Deviation	Std. Error Mean
Job satisfaction	Yes		110	3.7047	.55154	.05259
	No		35	3.4496	.54881	.09277

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Job satisfaction	Equal variances assumed	.376	.541	2.387	143	.018	.25517	.10691
	Equal variances not assumed			2.393	57.511	.020	.25517	.10664

H7: INDEPENDENT SAMPLE T-TEST

Group Statistics

	Is there an opportunity of promotion in your work	N	Mean	Std. Deviation	Std. Error Mean
Work and family conflict	Yes	110	3.5103	.44782	.04270
	No	35	3.2186	.46340	.07833

H8: ONE-WAY ANNOVA

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Work and family conflict	Equal variances assumed	.039	.845	3.329	143	.001	.29176	.08764
	Equal variances not assumed			3.270	55.675	.002	.29176	.08921

Test of Homogeneity of Variances

Job satisfaction

Levene Statistic	df1	df2	Sig.
1.594	3	95	.196

$P=0.196 > 0.05$ Homojenic

ANOVA

Job satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.954	3	.985	3.023	.033
Within Groups	30.940	95	.326		
Total	33.894	98			

Multiple Comparisons

Dependent Variable: Job satisfaction

Tukey HSD

(I) Number of children?	(J) Number of children?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
one child	two children	-.18195	.14646	.602	-.5650	.2011
	three children	-.33152	.17019	.215	-.7766	.1135
	4 and more children	.42500	.28274	.440	-.3144	1.1644
two children	one child	.18195	.14646	.602	-.2011	.5650
	three children	-.14958	.14425	.728	-.5268	.2276
	4 and more children	.60695	.26793	.114	-.0937	1.3076
three children	one child	.33152	.17019	.215	-.1135	.7766
	two children	.14958	.14425	.728	-.2276	.5268
	4 and more children	.75652*	.28160	.042	.0201	1.4929
4 and more children	one child	-.42500	.28274	.440	-1.1644	.3144
	two children	-.60695	.26793	.114	-1.3076	.0937
	three children	-.75652*	.28160	.042	-1.4929	-.0201

*. The mean difference is significant at the 0.05 level.

Descriptives

Job satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					one child	22		
two children	49	3.7069	.51031	.07290	3.5604	3.8535	2.60	4.95
three children	23	3.8565	.64970	.13547	3.5756	4.1375	2.90	5.00
4 and more children	5	3.1000	.77862	.34821	2.1332	4.0668	2.40	4.40
Total	99	3.6706	.58810	.05911	3.5533	3.7879	2.15	5.00

H9: ONE-WAY ANNOVA TEST

Test of Homogeneity of Variances

Work and family conflict

Levene Statistic	df1	df2	Sig.
.527	3	95	.665

P=0.665>0.05 Homojenic

ANOVA

Work and family conflict

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.097	3	.699	3.152	.028
Within Groups	21.065	95	.222		
Total	23.162	98			

Multiple Comparisons

Dependent Variable: Work and family conflict

LSD

(I) Number of children?	(J) Number of children?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
one child	two children	-.10312	.12085	.396	-.3430	.1368
	three children	-.12731	.14043	.367	-.4061	.1515
	4 and more children	.54450*	.23329	.022	.0814	1.0076
two children	one child	.10312	.12085	.396	-.1368	.3430
	three children	-.02418	.11902	.839	-.2605	.2121
	4 and more children	.64762*	.22107	.004	.2087	1.0865
three children	one child	.12731	.14043	.367	-.1515	.4061
	two children	.02418	.11902	.839	-.2121	.2605
	4 and more children	.67181*	.23235	.005	.2105	1.1331
4 and more children	one child	-.54450*	.23329	.022	-1.0076	-.0814
	two children	-.64762*	.22107	.004	-1.0865	-.2087
	three children	-.67181*	.23235	.005	-1.1331	-.2105

*. The mean difference is significant at the 0.05 level.

Descriptives

Work and family conflict

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimu m	Maximu m
					Lower Bound	Upper Bound		
					one child	22		
two children	49	3.5060	0.51854	0.07408	3.3570	3.6549	2.38	4.42
three children	23	3.5301	0.41943	0.08746	3.3488	3.7115	2.88	4.17
4 and more children	5	2.8583	0.54215	0.24246	2.1852	3.5315	2.29	3.75
Total	99	3.4559	0.48615	0.04886	3.3590	3.5529	2.29	4.42

QUESTIONNAIRE

Dear Participant,

This study aims to determine the characteristics of the women who work at home, as well as to identify the problems they encounter in their working life.

This study is made for the MA thesis. The information is received about your personality and organization will not be used for any other purpose, except for this study. Thank you.

A. PROFILE /EDUCATION OF WOMEN

How old are you?

What is your educational status?

1. Illiterate
2. Primary School
3. High School
4. College
5. Unqualified literate
6. Others

What is your marital status?

1. Unmarried
2. Married
3. Divorced

What is educational status of your spouse?

1. Illiterate
2. Primary School
3. Secondary School
4. High School
5. College
6. Unqualified literate

What is occupation of your spouse?

1. Officer
2. Worker
3. Trader
4. Tradesman / farmer
5. Retired
6. Others

Does your spouse work right now?

1. Yes
2. No

Where your spouse works?

1. Public
2. Private

Have you children?

1. Yes
2. No

How many children you have? (Will be asked to women with children):

1. A child
2. Two children
3. Three children
4. Four and more children

Which one of social insurance do you possess?

1. Pension Fund
2. SSI
3. SEI
4. Private Insurance
5. Private Pension
6. Do not have

Is there any income earned by someone else in your family, except you and your spouse?

1. Yes
2. No

What is type of your housing?

1. Rent
2. Home belongs to us
3. Housing
4. House not belongs to us, but we do not pay a rent
5. Others

Do you speak any foreign language?

1. Yes
2. No

The level of foreign language do you speak? (Will be asked to those who answered yes)

		Beginner	Moderate	Advanced
1				
2				

Have you an occupation?

1. Yes
2. No

What are the reasons of not working in your occupation? (Will be asked to women who do not work in their occupations)

1. Do not find appropriate work
2. Low salaries paid
3. Hard working conditions
4. Long and irregular working hours
5. Due to marriage
6. Due to children
7. Willingness to have an own business

Have you previously worked somewhere in a paid work?

1. Yes
2. No

For which reasons have you left the last job?

1. Due to marriage
2. Due to children
3. Due to changing the cities
4. Due to tiring / exhausting work
5. Family/relatives pressure
6. Due to low wages
7. Due to health issues
8. Due to retirement
9. Others

Which company's products do you sell?

1. Amway
2. Avon
3. Tupperware
4. Herbalife
5. Oriflame
6. Others (please identify)

Reasons of doing this work?

1. Due to financial reasons
2. Unemployed spouse
3. Willingness to work
4. To fill leisure time
5. Others

Factor influenced to start your work?

1. Through relatives
2. Neighbor/friend suggestion
3. Through advertisement
4. Others

Do you get other earnings from work beside financial income?

1. Free product / gift
2. Purchase of a cheap product
3. Earnings through finding new members
4. Others (identify)

Did you receive any in-service training?

1. Yes
2. No

Which types of in-service trainings did you receive? (Will be asked to women who answered yes)

1. Sales
2. Marketing
3. Production
4. Occupational training
5. Others

Do you use the products you sell, for yourself?

1. Yes
2. No

Where have you find the capital required for the work?

1. Money accumulation in the kitchen expenses
2. Support from my husband
3. Family support
4. Taking credit
5. Previous savings

Have you a member, depended on you?

1. Yes
2. No

Would you like to work in an insured work?

1. Yes
2. No

What type of work would you prefer, if you had such chance? (Will be asked to women who answered yes)

1. In public sector
2. In private sector
3. Be the owner of my own business
4. Prefer the work I do right now
5. Prefer not to work
6. Others

In your opinion, what is the main obstacle in your work right now?

1. Economic issues
2. Family issues
3. Health issues
4. Educational issues
5. Relatives/Environment issues
6. Others

Do you get information about meetings and events related to your work?

1. Yes
2. No

Are there positive effects of organized events and works, performed by agencies?

1. Yes
2. No

If yes, then what are they?

1. Lead to improvement myself
2. Lead to an increase in income
3. Lead to the opportunity to meet with other employees
4. Lead to expand the product range
5. Others

Would you prefer to work even with adequate financial position?

1. Yes
2. No

Do you attend the meetings of company, which products you sell?

	Yes	No
Meetings in the city		
Meetings beyond city		
Meetings abroad		

What is your opinion about the propositions listed below:

	Definitely agree	Agree	Doubtful	Disagree	Definitely disagree
The time spent to my work is much longer than the time spent to my family					
My job does not prevent me from doing household chores					
I cannot be included in the activities of my family, when I allocate time to work					
I feel tired due to work					
I feel emotionally exhausted due to work					
4. I cannot devote time on my hobby due to work					
The attitude and behaviors are adopted in work, damage the attitudes and behaviors in my home					
Efforts spent to do more sales, prevent me from being a good wife					
I cannot spent enough time on work due to family responsibilities					
I usually skip the activities on work, when I allocate time to my family					
Due to the stress in the family, I find it difficult to concentrate at work					
Tensions and troubles in my family weakens my work skills					
My behavior in my family differs from behavior at work					
Solving problems at home does not benefit me at work					
I am even more in stress due to work					
Stress reflected on my health					

Inability to have enough time to my spouse due to work					
Inability to have enough time to my child due to work					
Inability to have enough time to my family due to work					
Inability to have enough time to my friends due to work					
Inability to have enough time to myself due to work					
I consider myself as a working women					
This job allows me to look toward the future with confidence					
This work has a positive impact on the relationship with my spouse					
Earning money has increased my participation in household decision					
How your spouse welcomes your work?					
How your relatives and others welcomes your work?					
My relationship with my friends is broken due to work					
Earning money has increased my impact on decision-making at home					
This work has increased my social environment					
This work has increased my entrepreneurship					
This work has led to positive changes in my personality					
I would recommend it to other women					
My spouse has begun to help me more in housework due to work					
My children have begun to help me more in housework due to work					
Disputes with my spouse have increased due to work					
Disputes with my children have increased due to work					
My spouse welcomes my participation to the meetings in the city					
My spouse welcomes my participation to the meetings beyond the city					
My spouse welcomes my participation to the meetings abroad					

For what purposes you use your earnings?

	Average %
I use it for my own expenses	
I use it for household expenses	
I use it for the needs of children	
I use it to help relatives	
I use it for healthcare spending	
I give it directly to my spouse	
Save	

Is there an opportunity of promotion in your work?

1. Yes
2. No

Thanks for everyone who participates and answers the questions in this survey.



ANKET

Sayın Katılımcı,

Bu çalışma evden çalışan kadınların özelliklerini belirlemenin yanı sıra iş hayatında karşılaştıkları sorunları tespit etme amacı ile düzenlenmektedir.

Bu çalışma yüksek lisans tezi için yapılmakta olup şahsınız ve kurumunuzla ilgili özel bilgiler alınmayacak ve başka hiçbir amaçla kullanılmayacaktır. Teşekkür ederiz.

A. KADIN PROFİLİ / EĞİTİMİ

Kaç yaşındasınız?

Eğitim durumunuz nedir?

1. Okuryazar değil
2. İlkokul
3. Lise
4. Yüksekokul
5. Diplomasız okuryazar
6. Diğer

Medeni durumunuz nedir?

1. Bekâr
2. Evli
3. Boşanmış

Evli iseniz kaç yıldır evlisiniz?

Eşinizin eğitim durumu?

1. Okuryazar değil
2. İlkokul
3. Ortaokul
4. Lise
5. Yüksekokul
6. Diplomasız okuryazar

Eşinizin mesleği?

1. Memur
2. İşçi
3. Tüccar
4. Esnaf/çiftçi
5. Emekli
6. Diğer

Eşiniz şu anda işte çalışıyor mu?

1. Evet
2. Hayır

Nerede çalışıyor?

1. Özel
2. Kamu

Çocuğunuz var mı?

1. Var
2. Yok

Var diyenlere sorulacak :

Yaş		1.çocuk	2.çocuk	3.çocuk	4.çocuk	5.çocuk	6.çocuk
Okul	İlkokul:						
	Ortaokul:						
	Lise:						
	Yüksekokul:						
	Diğer:						

Aşağıdaki bulunan sosyal güvencesinden hangilerine sahipsiniz?

1. Emekli sandığı
2. SSK
3. BAĞ-KUR
4. Özel sigorta
5. Bireysel emeklilik
6. Yok

Sizin ya da eşinizin dışında evde gelir getiren başka kişiler var mı?

1. Evet
2. Hayır

Oturduğunuz konut?

1. Kira
2. Kendimize ait
3. Lojman
4. Kendimize ait değil ama kira ödemiyoruz
5. Diğer

Bildiğiniz herhangi bir yabancı dil/diller var mı?

1. Var
2. Yok

Varsa hangileri? (Evet diyenlere sorulacak)

		Başlangıç	Orta	İleri
1				
2				

Mesleğiniz var mı?

1. Var
2. Yok

Kendi mesleğinizi niye yapmıyorsunuz? (Kendi mesleğini yapmayan kadınlara sorulacak)

1. Mesleğimle ilgili iş bulamadım
2. Daha düşük maaş ödenmesi nedeniyle işe giremedim
3. Çalışma şartlarının ağır olması nedeniyle işe giremedim
4. Çalışma saatlerinin uzun ve düzensiz olması nedeniyle işi bıraktım
5. Evlilik nedeniyle işi bıraktım
6. Çocuk nedeni ile işi bıraktım
7. Kendi işimi kurmak istedim

Daha önce herhangi bir yerde ücretli olarak çalıştınız mı?

1. Evet
2. Hayır

Daha önce çalıştığınız işten ayrılma nedeniniz?

1. Evlilik nedeniyle
2. Çocuklar nedeniyle
3. Şehir değişikliği nedeniyle
4. İşin yorucu/ yıpratıcı olması nedeniyle
5. Aile/ Akraba baskısı nedeniyle
6. Ücret düşüklüğü nedeniyle
7. Sağlık nedenlerinden dolayı
8. Emeklilik nedeniyle
9. Diğer

Aşağıdaki firmalardan hangilerinin ürünlerini satıyorsunuz?

1. Amway
2. Avon
3. Tupperware
4. Herbalife
5. Oriflame
6. Diğer (lütfen belirtiniz)

Bu işi yapma nedeniniz nedir?

1. Ekonomik nedenler
2. Eşin işsiz kalması
3. Çalışmayı isteme
4. Boş zamanları değerlendirme
5. Diğer

Bu işe nasıl başladınız?

1. Akrabalarım aracılığıyla
2. Komşu/ Arkadaş tavsiyesi
3. İlan yoluyla
4. Diğer

Bu işte parasal gelirin yanında ne tür kazançlar elde ediyorsunuz?

1. Ücretsiz ürün/ hediye
2. Daha ucuza ürün temini
3. Bulduğum yeni ortaklar vasıtasıyla
4. Diğer (açıklayınız)

Bu işle ilgili herhangi bir eğitim aldınız mı?

1. Evet
2. Hayır

Ne tür bir eğitim aldınız? (Evet diyenlere sorulacak)

- 1.Satış
- 2.Pazarlama
- 3.Üretim
- 4.Mesleksel eğitim
- 5.Diğer

Sattığınız ürünleri kendiniz kullanıyor musunuz?

- 1.Evet
- 2.Hayır

Bu iş için gerekli sermayeyi nereden buldunuz?

- 1.Mutfak masrafından biriktirdiğim paralarla
- 2.Eşim destek oldu
- 3.Ailem destek oldu
- 4.Kredi çektim
- 5.Daha önceki tasarruflarımla

Size bağlı olarak çalışan kişi var mı?

- 1.Evet
- 2.Hayır

Sigortalı bir işte çalışmak ister miydiniz?

- 1.Evet
- 2.Hayır

Seçim şansınız olsaydı siz nasıl bir işte çalışmak isterdiniz? (Evet diyenlere sorulacak)

1. Devlet kurumu
2. Özel sektör
3. Kendi işimin sahibi olmak
4. Şu anda yapmakta olduğum iş
5. Çalışmak istemezdim
6. Diğer

Düşündüğünüz işi yapmanıza en büyük engel şu an için sizce nedir?

1. Ekonomik nedenler
2. Ailevi nedenler
3. Sağlık nedenleri
4. Eğitim
- 5.Akraba/ Çevre
- 6.Diğer

Yapmakta olduğunuz işle ilgili düzenlenen toplantılar/ etkinliklerden haberdar olabiliyor musunuz?

1. Evet
2. Hayır

Bu etkinliklerin ya da kuruluşların yapmakta olduğunuz iş üzerinde olumlu etkileri var mı?

- 1.Evet
- 2.Hayır

Cevap evet ise ne açıdan?

1. Kendimi geliştirmeme yol açıyor
2. Kazanılan gelirin artmasına yol açıyor
3. Diğer çalışanlarla tanışma imkanına yol açıyor
4. Ürün yelpazesini genişletmem için gerekli
5. Diğer

Maddi olanaklarınız yeterli olsa, yine de çalışmayı düşünür müsünüz?

- 1.Evet
- 2.Hayır

Satışını yaptığınız ürünlerle ilgili toplantılara katılıyor musunuz?

	Evet	Hayır
Şehir içi toplantılar		
Şehir dışı toplantılar		
Yurt dışı toplantılar		

Aşağıdaki önermeler hakkında ne düşünüyorsunuz?

	Kesinlikle Katılıyorum	Katılıyorum	Kararsızım	Katılmıyorum	Kesinlikle Katılmıyorum
İşime ayırdığım süre aileme ayırdığım süreden daha çok					
İşim, ev işlerini yapmamama engel olmuyor					
İşime ayırmam gereken zaman aile aktivitelerimi kaçırmama sebep oluyor					
Yaptığım iş nedeniyle kendimi yorgun hissediyorum					
Bu iş nedeniyle kendimi duygusal olarak tükenmiş hissediyorum					
Bu iş nedeniyle hobilerime vakit ayıramıyorum					
Bu işi gerçekleştirirken benimsediğim tutum ve davranışlar evdeki tutum ve davranışlarıma zarar veriyor					
Daha çok satış yapmam için harcadığım çaba, iyi bir eş olmamı engelliyor					
Aile sorumluluklarım nedeniyle bu işe çok fazla vakit ayıramıyorum					
Aileme zaman ayırdığımda genellikle işteki aktivitelerime geç kalıyorum.					
Ailedeki stresten dolayı işkonsantrasyondazorlanıyorum.					
Aile hayatımdaki gerginlik ve					

sıkıntılar benim işteki becerimi zayıflatıyor.					
Ev içi davranışlarım ile bu işteki davranışlarım birbirinden farklıdır					
Benim için evdeki problemleri çözmek işimde yarar sağlamıyor.					
İşimden dolayı daha stresliyim					
İşimdeki stresim sağlığıma yansıyor					
İşten dolayı eşime gerekli zaman ayıramıyorum					
İşten dolayı çocuğuma gerekli zaman ayıramıyorum					
İşten dolayı aileme gerekli zaman ayıramıyorum					
İşten dolayı arkadaşlarıma gerekli zaman ayıramıyorum					
İşten dolayı kendime gerekli zaman ayıramıyorum					
Kendimi çalışan bir kadın olarak değerlendiriyorum?					
Yapmakta olduğum bu iş bana geleceğe daha güvenle bakmamı sağlıyor?					
Bu iş eşimle olan ilişkilerimi olumlu etkiledi					
Para kazandığım için evdeki kararlara katılımım arttı					
Eşiniz çalışmanızı nasıl karşılıyor					
Çevreniz akrabalarınız çalışmanızı nasıl karşılıyor					
Bu iş nedeniyle arkadaşlarım ile olan ilişkilerim bozuldu					
Para kazandığım için evde alınan kararlara etkim arttı					
Bu iş nedeniyle sosyal çevrem arttı					
Bu iş nedeniyle girişimciliğim arttı					
Bu iş kişiliğimde olumlu değişmelere yol açtı					
Bu işi diğer kadınlara tavsiye ederim					
Bu iş nedeniyle eşim evde daha çok yardım ediyor					
Bu iş nedeniyle çocuklar evde daha çok yardım ediyor					
Bu iş nedeniyle eşimle daha çok tartışıyoruz					
Bu iş nedeniyle çocuklarla daha çok tartışıyoruz					
Eşim şehir içi toplantılara					

gitmeme sıcak bakar					
Eşim şehir dışı toplantılara gitmeme sıcak bakar					
Eşim yurt dışı toplantılara gitmeme sıcak bakar					

46. Elde ettiğiniz kazancı hangi amaçlar için kullanıyorsunuz?

	Yaklaşık yüzdesi
Kendi masraflarım için kullanıyorum	
Ev giderleri için kullanıyorum	
Çocukların ihtiyaçları için kullanıyorum	
Akrabalara yardım için kullanıyorum	
Sağlık harcamaları için kullanıyorum	
Doğrudan eşime veriyorum	
Biriktirme	

47. Bu işte yükselme imkânı var mı?

3. Evet
4. Hayır

48. Yükselmek için ne yapmak gerekiyor?

- 1.
- 2.
- 3.

49. İşle ilgili en önemli sıkıntılar nedir?

- 1.
- 2.
- 3.

Anketimize cevap vererek araştırmaya katıldığınız için çok teşekkür ederiz...

CURRICULUM VITAE

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